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# BROADCASTING TELEC[illegible]G

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IN THIS ISSUE:

23RD year


# BALTIMORE—

## the city of white marble steps...

Baltimore's rows and rows of white marble steps make it different from every other city in the United States.

It's different as a market, too! Because

**IT'S HIGHLY CONCENTRATED!**

Baltimore's 1⅓ million people all live right inside the city—or in the heavily populated parts of the surrounding counties. You can reach them all—375,000 radio families—by buying W-I-T-H! Because

**NIELSEN PROVES W-I-T-H'S SUPERIORITY!**

W-I-T-H leads every other radio and television station—regardless of power or network affiliation—in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

# WTVR

## CHANNEL 6 RICHMOND, VA.

now

**MAXIMUM POWER**

**100,000 Watts**

**MAXIMUM HEIGHT**

**1049 Foot Antenna**

actual photo of the new 1049 ft.
Self - Supporting Tower

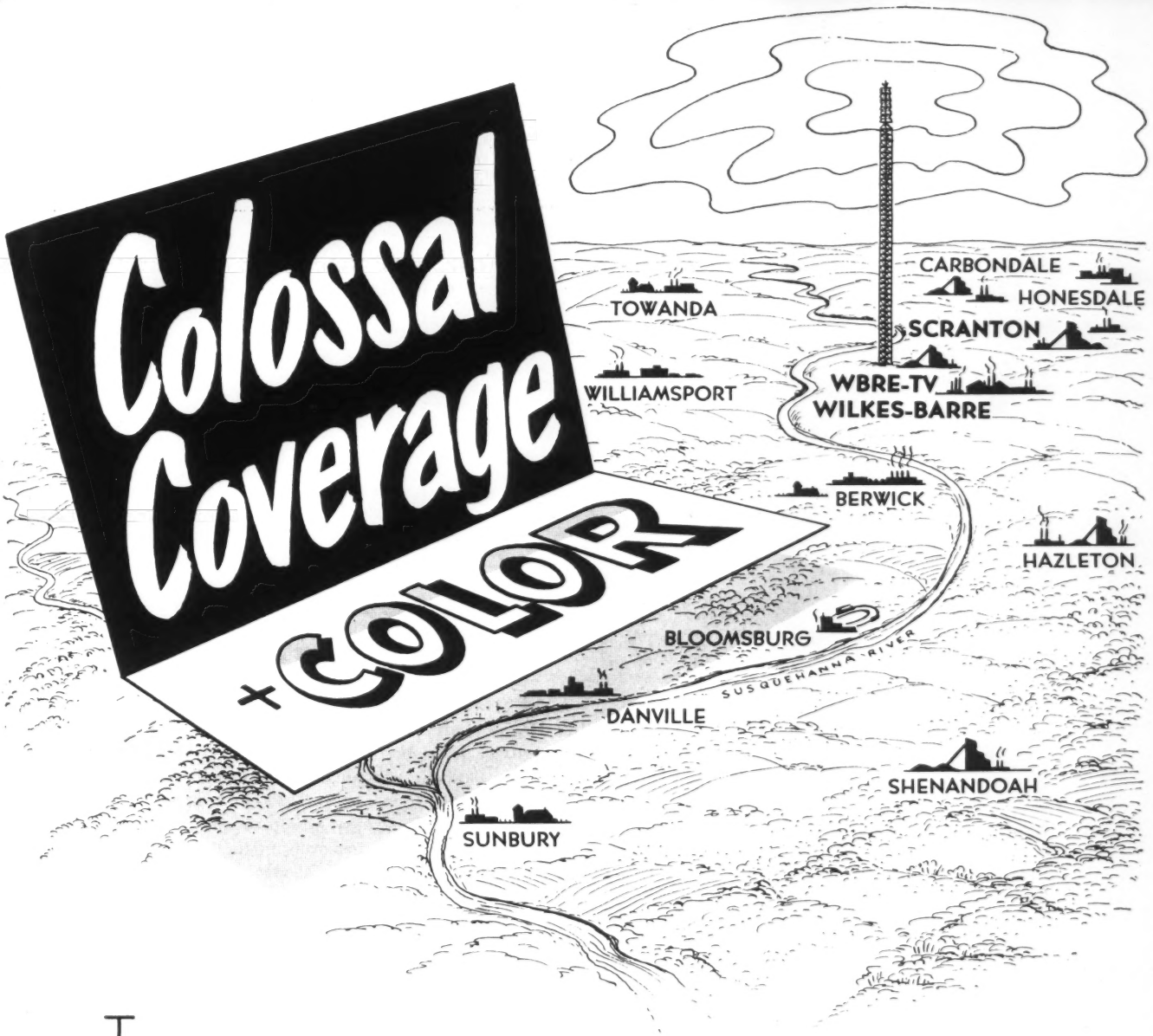
LOCATED IN THE GEOGRAPHICAL
CENTER OF THE CITY

Not a half station located on
the Atlantic Coast, but a whole Station
Located 100 miles from the Coast in the
State's Capitol, RICHMOND, VA.

## Statewide Coverage

Service from all four Networks
Represented Nationally by Blair TV. Inc.
Wilbur M. Havens - Station Manager
Havens & Martin Inc. - Richmond, Va.

CHANNEL
WTVR 6




Take out a map of Pennsylvania, and measure the vast area covered by WBRE-TV as indicated by the cities shown above, and you begin to realize how important it is to you, the time buyer, to select WBRE-TV in this, more than 1,100,000 population area of Manufacturing, Mining, Farming and Wholesale distribution payrolls. WBRE-TV serves most of these people most of the time.

There are many reasons why the TV viewers in this Colossal Coverage turn more frequently to WBRE-TV . . . we have the most and the best day and night programming, both local and network . . . we have the best quality signal, because we have one of the best technical staffs in the country . . . WBRE is the pioneer station of N.E. Pennsylvania . . . 1st in Radio, 1st in TV and now, 1st in Color TV.

**WBRE-TV Ch. 28 Wilkes-Barre, Pa.**

NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

## to successful selling in the Lehigh Valley

An enthusiastic, sports-loving audience *yours* on **WLEV-TV**, now carrying top events in every major sport activity from Madison Square Garden—boxing, hockey, basketball, swimming, *and* the Golden Gloves. Each event has four segments, at $125 per segment, all inclusive. Each segment gets three and one-half minutes commercial time per event. This includes 15-second opening and closing sponsor identification; two one-minute announcements; six 10-second ad libs during play-time. Backed-up by extensive promotion on the local level, it's a great selling opportunity. Of equal importance is the **WLEV-TV** complete local sports programming, filmed by mobile units and processed in the station's own modern laboratories. Cash in on the **WLEV-TV** sports-loving audience. It's your sure ticket to successful selling in the large, rich Lehigh Valley. Buy **WLEV-TV.**

Steinman Station

NBC TV Affiliate

*Represented by*

**MEEKER TV, Incorporated**

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

# closed circuit

MAJOR radio networks and BAB reportedly discussing with Advertising Research Foundation possibility of spring survey of radio set ownership in homes (including set locations within homes) and in automobiles. Aside from producing uniform, up-to-date figures, such study under tripartite ARF auspices would signify acceptance of results by advertisers and agencies as well as media. Elsewhere on research front there's speculation that Nielsen Audimeters may take road, installed in automobiles to measure listening in that virtually unstudied field.

★ ★ ★

FCC THINKING on filing fees now believed narrowed to point where flat fee may be recommended for new station applications, plus smaller fee for renewals. Preliminary talk has centered around $200-$300 application fee for all classes of broadcast licenses, and perhaps fee of $100 for renewals at three-year intervals.

★ ★ ★

IN ITS PROBING into filing fee possibilities, FCC staff came up with startling fact that it costs Uncle Sam about four times as much to process application for radio station as it does for tv — about $800 against $200. That's because in radio channel checks have to be made, along with proof of performance, whereas in tv engineering is all pre-fabricated since stations have to meet minimum criteria.

★ ★ ★

INDICATIONS last week that AT&T tariffs for color tv might be about 60% higher than black-and-white rates brought prospects that major users (networks) would petition FCC for hearing on reasonableness of rates. Contention was that charges would make color-casting prohibitive, whereas AT&T has argued that it has lost money (about $75,000 per month) on black-and-white relays and must recoup it in color. It can't provide service that isn't compensatory, it's contended, and assign losses to other users. Delay in filing might mean further study will bring downward readjustment of tariff.

★ ★ ★

APPLICATION for formal transfer of Empire Coil to Storer Broadcasting Co. (including WXEL [TV] Cleveland, ch. 8, and KPTV [TV] Portland, Ore., ch. 27) will be filed with FCC as soon as audit is completed, presumably about Feb. 1. Transaction, pegged at $8.5 million, also includes proviso governing net quick assets and other liabilities which might require adjustment. Application may propose approval conditioned upon sale by Storer of property to bring him within multiple ownership limit.

★ ★ ★

ONE FACTOR reportedly back of sale of Empire Coil Co. by Herbert Mayer, attorney who rode crest of tv wave, was rather bleak outlook for both his Empire manufacturing operation and his uhf projects. Slackening of demand for components had affected Empire Coil, it's understood, while his overall three-quarter million dollar loss on uhf KCTY (TV) Kansas City obviously contributed to his decision to unload.

COUNT OUT Washington as site of NARTB convention in 1955. Hotels unable to accommodate April-May meeting next year so convention is destined to land again in Chicago, where 1954 sessions will be held, with 1956 session possibly in D. C.

★ ★ ★

HOPE of uhf operators that uhf tv receivers would begin to come down in price so that differential vs. vhf sets would not be so significant may be in sight. Philco Corp. expected to announce soon new all-channel uhf-vhf 21-in. table model for $199.95—only $20 above same vhf-only model. As of now brand tv receivers with uhf run from $40 to $75 above vhf-only price.

★ ★ ★

BAIT AND SWITCH advertising which has aroused Better Business Bureaus throughout country may have an inning before NARTB Board sessions in Phoenix this week. Television Code Review Board has been surveying programs in this sphere but Board may be called upon to take look at purported suggestions from National Better Business Bureau that complaints be made direct to FCC. Contention is that these matters are purely local and affect only minority of stations.

★ ★ ★

CBS-TV understood to be eyeing number of NBC-TV clients as prospective sponsors of portions of Arthur Godfrey Wednesday night show which Chesterfield dropped, possibly also offering them crack at portions of Godfrey daytime simulcasts which Chesterfield also dropped [B•T, Jan. 11]. Chesterfield action came four weeks before end of cycle, and for those four weeks Bristol-Myers (Bufferin) is taking over daytime portions which cigarette firm formerly had. After that, present Godfrey sponsors Pillsbury Mills, National Biscuit Co., Lever and others reportedly are on waiting list for chances at Chesterfields' old segments.

★ ★ ★

HERE ARE reasons, as best determined, why Senators deferred consideration of three FCC-requested bills (regarded as non-controversial) and Sen. Ed Johnson's (D-Colo.) baseball bill (see stories, page 52). Objection to FCC-favored bills, passed by House, was voiced by Sen. George A. Smathers (D-Fla.) but Sen. Smathers did so at request of Sen. Pat McCarran (D-Nev.), who blocked bills' consideration in Senate last summer. Nevadan has never explained his opposition. Baseball bill was deferred because some Senators feel legislation ought to be matter of debate and not passed merely by "consent."

★ ★ ★

HOWARD E. STARK, New York radio and television station broker, got 1954 business off to healthy start by handling almost $9 million in two transactions in year's first two weeks. On top of $8.5 million sale of Empire Coil Co. to Storer Broadcasting, his latest transaction, announced today (Mon.), is $400,000 sale of KPOA Honolulu (see story page 64).

## IN THIS ISSUE


### LEAD STORY

Sen. Edwin C. Johnson issues violent protest to FCC's proposed limits on number of tv stations one entity can own. *Page 31.*

### ADVERTISERS & AGENCIES

Fisk Tire will start radio test campaign, first excursion into radio in the company's history. *Page 32.*

Retailers like color tv. *Page 33.*

### TRADE ASSNS.

Station Representatives Assn. will triple the budget of its Crusade for Spot Radio in 1954. *Page 36.*

Advertising Council will undertake campaign to combat economic pessimism. *Page 37.*

### GOVERNMENT

Senate committee questions Robert E. Lee today on his appointment to FCC. *Page 46.*

WCAN-TV Milwaukee, a uhf station, argues for U. S. Court of Appeals injunction against FCC assignment of vhf ch. 6 to Milwaukee suburb. *Page 92.*

Initial decision proposes grant of ch. 13 in Houston to Houston Television Co., representing merger of four applicants. *Page 56.*

### STATIONS

Two new sales chiefs hired by WOR and WOR-TV New York. *Page 60.*

Weekly summary of tv stations beginning operation last week and planning to in next 30 days. *Page 62.*

### NETWORKS

MBS affiliates meet today at Biloxi. *Page 68.*

### PERSONNEL RELATIONS

AFM demands 14% pay increase and 24% more jobs in negotiations with radio and tv networks. *Page 72.*

### MANUFACTURING

Federal court upholds right of RCA to sub-license third parties under patents granted General Electric and Westinghouse. *Page 74.*

### FEATURES

Can the college football tv monopoly be broken? *Page 82.*

Luke Smeed: A man you may not know, but you probably know someone like him. *Page 86.*

How Bardahl increased sales 35% by using tv and radio. *Page 88.*

Selling 20 Buicks a day by radio. *Page 90.*

### FOR THE RECORD

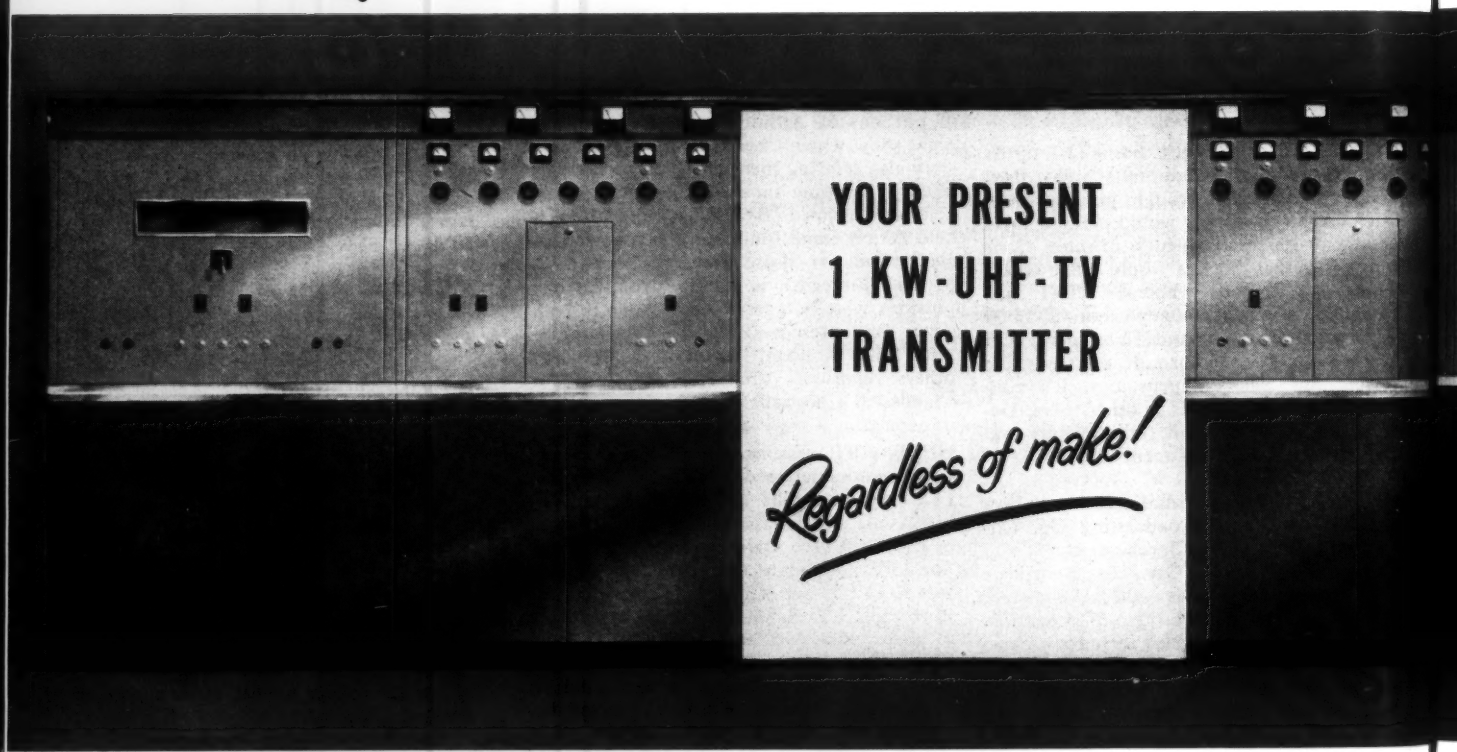
FCC's tv hearing calendar. *Page 103.*

TELESTATUS report on all operating tv stations and their estimates of tv sets plus all tv grantees and their commencement target dates. *Page 119.*

# IMMEDIATE DELIVERY

## G-E's 12 KW AMPLIFIER COMBINES WITH *ANY* UHF-TV TRANSMITTER...REGARDLESS OF MAKE!

# You can get




## General Electric's UHF leadership puts you on the sure road to higher TV power!

● **G-E UHF TRANSMITTERS.** 1 KW and 12 KW units for initial high power telecasting equipment plus a 12 KW amplifier for expanding existing facilities.

● **15 KW KLYSTRON TUBES.** Product of General Electric progress. Provides exactly the power you need for strong field intensity—excellent home receiver signals.

● **G-E HELICAL ANTENNAS** boost radiated power up to 20-25 times and contour for ideal market coverage.

● **PROVED-IN-OPERATION BY MORE THAN A DOZEN MAJOR TV OUTLETS.** Go down the list of important high power television broadcasters throughout the country using General Electric equipment. Measure its value to you by their success!

# high power now!

● Today...if your present transmitter provides only minimum output, then you may not get a strong station signal into your complete market area. That automatically cuts coverage *plus* important advertising revenue. Few, if any, broadcasters who need high power for UHF telecasting can afford to wait much longer. Promises of future equipment development doesn't solve their immediate problem. Only G.E. offers the right solution.

General Electric's "look into the future" in 1949 today gives you a *single answer to all UHF equipment requirements!* Five years of UHF product planning and development now provide broadcasters with a 12 KW amplifier that can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers. General Electric *alone* offers this service to UHF stations already on-the-air! G.E. *alone* can deliver 12 KW transmitting equipment for new TV outlets today!

**Get complete details** on how to accomplish this 12 KW Amplifier installation from your local G-E Representatives. Act quickly! *General Electric Co., Section 2103-19, Electronics Park, Syracuse, New York.*

**15 KW Klystron Tube**

Designed to achieve maximum transmitter power for UHF telecasting. This amazing tube was developed for G.E. by Varian Associates and has been proved of superior value to all other types in more than a dozen major installations.

**Complete Television Equipment for UHF and VHF**

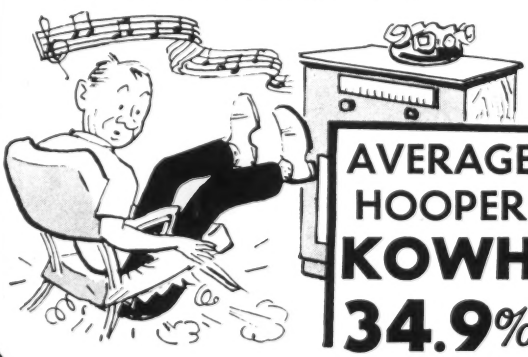
**GENERAL ELECTRIC**

Now Hacket & Mairs
turned out living room chairs
"Best for comfort and ease."

And their agency man
had a radio plan
That just couldn't
help but please:

"By using KOWH you know,
we'll end up in the dough,
That they'll sell, I've nairy
a doubt with that Hooper of theirs,

Only Omaha chairs near
the radio sets are worn out."



AVERAGE HOOPER KOWH 34.9%

**Moral**

**EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:**

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, December, 1951, thru December, 1953.)
- *Largest share of audience,* of any independent station in America! (Dec., 1953.)

**Kowh**

**OMAHA**

AIMS Association of Independent Metropolitan Stations

**"America's Most Listened-to Independent Station"**

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

# at deadline

## Half of ABC Radio Affiliates Accept Split Plan

ABOUT 50 PERCENT of ABC Radio affiliates have accepted network's split-sponsorship plan [B•T, Dec. 21, 1953], it was learned Friday following two-day meeting of executives of approximately 140 ABC radio and television affiliates with top network officials in New York, first of four such affiliates' meetings scheduled by ABC this month and next. Date when network hopes to put plan into effect was not indicated. Proposal has been attacked by SRA as "rate cut" and was subject of considerable discussion at meeting. Sessions were described as "progress report" on ABC development since merger with United Paramount Theatres last February, plus plans and prospects in programming, sales, advertising, promotion, and related activities. AB-PT President Leonard H. Goldenson and ABC President Robert E. Kintner headed list of speakers at opening meeting; Charles T. Ayres, vice president in charge of radio network, conducted session for radio affiliates and Alexander Stronach Jr., vice president in charge of tv network, led tv sessions.

Second meeting in series is scheduled Jan. 28-29 in Los Angeles; third, Feb. 1-2 in Chicago, and fourth, Feb. 15-16 in New Orleans.

### SET SALES UP

SALES of radio and tv sets at retail rose substantially in November, totaling 697,062 radios and 678,295 tv receivers compared to 385,229 radios and 621,768 tv units in October, according to Radio-Electronics-Tv Mfrs. Assn. Sales for 11 months of 1953 were 5,608,477 radios, 5,600,423 tv sets compared to 5,363,859 radios, 5,095,220 tv sets in '52 period.

## ASCAP Terms Questionnaire Brings Station Replies

ALL-INDUSTRY Local Tv Music License Committee has heard from more than half of country's tv stations in response to its request for stations' reactions to music license terms which committee will offer to ASCAP if terms are approved by tv broadcasters. Chairman Dwight W. Martin Friday expressed hope that stations which are still considering whether blanket or per program license best suits their needs will get their replies to committee as soon as possible, so that negotiations with ASCAP may be brought to satisfactory conclusion without undue delay. Overwhelmingly approving committee's proposed terms, station replies received so far show vast majority chosing blanket licenses, with only few deciding on per-program.

# FBI HUNTS EVIDENCE ADVERTISING INDUSTRY VIOLATES ANTI-TRUST LAW

ANTI-TRUST probe of business practices in advertising industry, long rumored in Washington, became reality Friday as two FBI agents called on NARTB. Their visit followed letter sent to NARTB by Stanley N. Barnes, Assistant Attorney General. Similar letters sent Assn. of National Advertisers and American Assn. of Advertising Agencies in New York.

NARTB did not comment officially but it was indicated association readily offered complete cooperation. President Harold E. Fellows is in Phoenix, Ariz., for board meeting. FBI agents contacted Ralph W. Hardy, government relations vice president.

Frederic R. Gamble, president of AAAA, told B•T: "Yes, we have been notified of the government's investigation. We have always had a policy of conforming with the law and we will continue to do so. We will cooperate with the government in any way we can."

Advertising and media executives were baffled over direction Dept. of Justice inquiry will take since no bill of particulars has been offered. FBI agents last summer called on Washington stations to ask about NARTB-AAAA standard contract form. Radio and tv contracts contain "most-favored-nation clause" assuring time purchaser of station's lowest rate for like broadcasts. This led to belief that latest government step is another phase in routine investigation or "fishing" expedition to determine if business practices might justify filing of court action.

Another possible direction probe may take is in connection with agency recognition bureaus maintained by some media. NARTB has consistently avoided agency recognition because of anti-trust fears.

Assistant Attorney General Barnes told B•T the department has many investigations at all times. "Until they materialize as litigation we don't discuss them. Sometimes they are quiet for a while as we build up a file. This is nothing unusual—just a run-of-the-mill matter."

Standard NARTB-AAAA contract is used by stations, with networks' o&o outlets believed to use form in some cases.

No definite information was available late Friday about possible involvement of Magazine Advertising Bureau, American Newspaper Publishers Assn. and Outdoor Adv. Assn., but it was understood department has been contacting principal media groups.

Apparent object of Dept. of Justice attention is following clause in standard television contract, and a paragraph along same lines in radio contract:

**7—Rates and charges. (a) Rate Policy. Station represents that the rate for time and facilities named in this contract is consistent with the rate card upon which this contract is based and is the lowest rate made by station for like telecasts. If at any time during the life of this contract station makes a lower rate for like telecasts this contract shall be continued at such lower rate from the effective date of such lower rate. There shall be no secret rates, rebates, or agreements affecting rates. Agency shall not rebate to its client any part of the commission allowed by station.**

Text of Assistant Attorney General Barnes' letter to NARTB, dated Dec. 28, follows:

**Gentlemen,**

**In connection with an investigation by this department of alleged violations of the federal anti-trust laws with respect to the advertising industry, it is requested that you make available for examination by the bearer, an agent of the Federal Bureau of Investigation, such of your files as he may request.**

**Your cooperation in this investigation will be very much appreciated.**

## • BUSINESS BRIEFLY

IPANA SPONSORS • Bristol-Myers Co., N. Y. (Ipana A/C toothpaste) will sponsor Tuesday, 2-2:15 p.m. EST portion of *Garry Moore Show* (CBS-TV, Mon.-Wed.-Fri., 1:30-2 p.m. EST; Tues.-Thurs., 1:30-2:30 p.m. EST), starting Feb. 2. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

MORTON TV DRIVE • Morton Packing Co., Louisville (Morton frozen pies), to launch television spot announcement campaign in 47 video markets for 26 weeks. Starting dates are on staggered schedule with some stations kicking off today (Mon.) and others starting from that date through to March 1. Ted Bates Inc., N. Y., is agency.

TEA TEST IN OHIO • William S. Scull Co. (tea), through Lamb & Keen, Phila., placing 3-week test saturation spot announcement campaign in Zanesville, Ohio, starting Feb. 1.

MILLER SEEKS SHOW • Miller Brewing Co., Milwaukee (Miller High Life), through Mathisson & Assoc., reportedly in market for a new half-hour network radio show. Firm sponsored Lawrence Welk show few seasons back.

BLUING CAMPAIGN • La France (bluing), through Foote, Cone & Belding, N. Y., on April 1 launching radio-tv spot campaign in half-dozen midwest markets for six weeks.

## NBC Film Conferences

NBC FILM Division Friday completed two-day meeting in New York for members of eastern sales staff to discuss sales and advertising campaign for first quarter of 1954. Similar conferences will be held in Chicago today (Mon.) through Thursday for central sales staff and on Jan. 25-27 for western sales staff.

Directing meetings is Carl M. Stanton, vice president of division, assisted by John B. Cron, national sales director, and Jay Smolin, advertising-promotion manager of division. Ted Sisson, newly-appointed associate director of division, will attend conference in Chicago.

## KDAL-TV on NBC-TV

SIGNING of KDAL-TV Duluth as NBC-TV affiliate, effective when station commences operations about March 15, announced Friday by NBC. Station's radio adjunct, KDAL, is CBS radio affiliate. KDAL-TV is assigned ch. 3 and is owned by Red River Broadcasting Co., licensee of KDAL, with Dalton Le Masurier as president and general manager; Odin S. Ramsland, vice president and commercial manager, and Robert Dettman, vice president and chief engineer. Tv station expects interconnection about Sept. 1.

## Biloxi Influx Starts

ADVANCE guard of delegates began arriving in Biloxi, Miss., Friday for two-day convention of Mutual affiliate stations, starting today (Mon.). (See story page 68.) As of Friday afternoon 314 advance reservations had been received, representing 200 stations. First arrivals indicated many delegates will insist on careful explanation of all network plans, claiming facts are thrown at stations so fast at most affiliate meetings that it's almost impossible to grasp their significance.

# WAGA RADIO SALES WENT UP, UP, UP IN '53

- **National spot programs**
- **Local programs**
- **National announcements**
- **Local announcements**

There's a reason why more advertisers, both local and national, both old and new, used more programs . . . more announcements . . . on WAGA in 1953 than the year before. They discovered and re-discovered that WAGA Radio is alive, wide-awake . . . a potent sales weapon in the ever-growing Atlanta market. Let us tell you how WAGA Radio can be used successfully to build more sales for your products or services.

**waga**

590 on the dial 5,000 watts

CBS-Radio in Atlanta

Represented Nationally by the KATZ AGENCY, Inc. Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

# at deadline

## Stay Order on WISH Decision; Other FCC Actions

STAY ORDER was issued by FCC Friday to postpone effective date on which initial decision to grant vhf ch. 8 to WISH Indianapolis would have become final. FCC said it wished to review case, hence delayed effective date from today (Mon.) until Jan. 28. Ch. 8 grant for WISH was recommended in initial ruling of hearing examiner issued Dec. 8, 1953, and since no exceptions were filed, it would have become final automatically 40 days later [B•T, Dec. 14, 1953].

Initial decision was made possible by withdrawal of competitive ch. 8 application by Crosley Broadcasting Corp., which now seeks vhf ch. 13 at Indianapolis. Other ch. 13 competitors protested Crosley switch. These were WIRE, WIBC and Mid-West Television Corp. [B•T, Dec. 7, 1953]. Crosley operates WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio.

**Court Upholds FCC in WGRD Case**

REQUEST for temporary stay of FCC's order prohibiting WGRD Grand Rapids, Mich., from operating before local sunrise [B•T, Jan. 4] was denied by U. S. Court of Appeals in Washington Friday. Decision came day after case was argued —same day as argument on petition for interlocutory injunction asked by WCAN-TV Milwaukee against FCC assignment of ch. 6 to Whitefish Bay (see separate story on page 50). WGRD, 1 kw daytimer on 1410 kc, had been commencing operations at 5 a.m. Last November WING Dayton, Class III regional on same wavelength with 5 kw, complained that WGRD was cutting into its protected contour. Commission ordered WGRD to cease pre-sunrise operation on that account. FCC order on same subject, for same cause, also was issued against WRIS Roanoke, Va.

**East Lansing Educational Takes Air**

THIRD noncommercial educational tv station, uhf ch. 60 WKAR-TV East Lansing, Mich., took air Friday 1 p.m. with "most ambitious" program schedule to date, 42 hours weekly (6 hours daily) with 35 hours live (see story page 62). Dedication program Friday night was to have included FCC Comr. John C. Doerfer, Michigan Gov. G. Mennen Williams and Emerson Radio Phonograph Corp. President Benjamin Abrams, plus key national tv educators. Mr. Abrams was to present Emerson's $10,000 grant. WKAR-TV owner, Michigan State College, has operated closed circuit system for 2½ years, kinescoped some 500 shows carried over state's commercial tv outlets.

**Delete Two Uhf Permits**

TWO uhf permits deleted by FCC Friday at request of stations: KTVF (TV) Springfield-Eugene, Ore., W. Gordon Allen, ch. 20; WGCM-TV Gulfport, Miss., WGCM Tv Corp., ch. 56. Mr. Allen unsuccessfully protested vhf ch. 13 grant to KVAL-TV Eugene.

**Hartford Telecasting Appeal Filed**

APPEAL was filed by Hartford Telecasting Inc. Friday before full FCC protesting ruling by FCC Motions Comr. John C. Doerfer in Hartford, Conn., vhf ch. 3 hearing which denied permission to Hartford Telecasting to take depositions of some 30 officers and directors of Travelers Insurance Co., parent firm owning WTIC, ch. 3 competitor. Hartford Telecasting cited "monopolistic influence" of Travelers in Hartford area as grounds why its own bid should be preferred over that of WTIC. Earlier, FCC turned down Hartford Telecasting petition to enlarge issues to put in dispute legal and financial qualifications of WTIC [B•T, Jan. 4]. Oral portion of hearing commences Jan. 25.

## GE Grants N. Y. Franchise

TV distributor franchise in New York City granted to American Communications Corp., that city, by General Electric Co. GE will supply tv sets for installation in hotels, motels and institutions.

### FASHIONS IN COLOR

USE OF COLOR tv for fashion showings introduced by Pellon Corp., New York, to fashion press attending the New York Dress Institute Press Week at demonstration in New York Friday. Spring fashions were presented on color tv over closed circuit in telecast produced by Theatre Network Television.

## Emerson Report Good

CONSOLIDATED net sales of Emerson Radio & Phonograph Corp., N. Y., and its subsidiaries for fiscal year ended Oct. 31, 1953, reached all-time record high of $75,926,546, Benjamin Abrams, president, announced Friday in annual report to stockholders. Pointing out that 1953 sales volume was 31% over $57,664,201 in 1952, Mr. Abrams added that company's net worth reached all-time high of $19,718,053, as compared to previous high of $17,697,215 reached in 1952. Mr. Abrams expressed belief there will be growing demand for black-and-white tv sets in 1954, citing as factors markets that will arise from new stations going on air, replacement market, and trend toward two or more sets in home. He predicted that price of color receivers will not equal those of black-and-white sets for many years and said sale of latter will be predominant for long time.

## Color Tv Praised by Eiges

COLOR TV will help to make a better America by instilling in youngsters understanding of their country and things for which it stands, Sydney H. Eiges, NBC vice president for press and publicity, said in speech prepared for delivery Saturday at annual awards banquet of Mound City Press Club in St. Louis.

## Streibert Testifies

PROBLEM in hiring executives for Voice of America and need for more funds to improve its operation cited Friday by Theodore C. Streibert, director, U. S. Information Agency. He testified before Senate Foreign Relations subcommittee, submitting USIA report on activities (for summary of report, see page 58).

### UPCOMING

**Jan. 18: Senate Interstate & Foreign Commerce Committee holds hearing on nomination of Robert E. Lee to the FCC. G-16. U. S. Capitol. 10 a.m. Open.**

**Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi.**

**Jan. 21-23: NARTB Combined Boards, Camelback Inn, Phoenix.**

**Jan. 23-24: American Women in Radio & Tv, board meeting, Sheraton-Park Hotel, Washington.**

**Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.**

***For other Upcomings see page 125.***

## PEOPLE

**JEROME B. HARRISON** has been made eastern sales manager for ABC-TV, succeeding Stanley Smith, who will take on special sales assignments for network, it was announced Friday by Charles R. Abry, ABC-TV's national sales director. Mr. Harrison joined ABC-TV's sales staff as an account executive in January 1952 and had served previously as an account executive and executive assistant to vice president of Ward Wheelock Co.

**GEORGE DURAM,** formerly associated with Geyer Inc., Lever Bros., Dancer-Fitzgerald-Sample, and one-time chairman of ANA radio-tv committee, to join media department of Benton & Bowles, N. Y.

**WILLIAM Z. McDONALD,** sales representative for WDSU-AM-TV New Orleans, to Vitapix Corp. as sales account executive and southeastern representative.

**BERNICE FITZ-GIBBON,** advertising director of Gimbel's for past 14 years, who was sharply critical of department stores using tv in address at NRDGA convention last week (see story page 37), has resigned, effective April 1. Future plans not announced.

## Meet Today Sets Up Cards Regional Radio Network

REPRESENTATIVES of over 100 stations from 12 states will meet in St. Louis today (Mon.) with executives of Anheuser-Busch Inc. and D'Arcy Adv. Co. to "finalize" plans for regional radio network coverage of all Cards National League ball games in 1954, it was learned Friday. Cards have obtained "reciprocal rights" from seven other N. L. clubs for arrangement, which also involves Budweiser sponsorship of all 77 Cards road games to be televised in St. Louis. Station has not been selected.

KXOK that city will be originating outlet for 100-plus station network. Additionally, Budweiser buying minor league broadcast rights in areas where Cards own minor franchise. Price of overall package not revealed. Meeting called for 9 a.m. at St. Louis' Jefferson Hotel.

Anheuser-Busch also will promote minor league baseball through St. Louis Card's regional network broadcasts. Wherever Cards go and there is minor league club, Budweiser will forego some commercial time to permit local station to air spots publicizing minor team. Same practice will be followed by brewery in areas where Cards own minor league club. Thus, Cards will pit own broadcasts against minor league air coverage.

## National Dairy Closed Circuit

NATIONAL Dairy Products Corp. will present closed-circuit theatre telecast for its Sealtest division salesmen, dealers and distributors in 15 cities on Thursday in program described as "first sales promotion-musical variety show through theatre television." Two-hour program will be produced by Theatre Network Television's Tele-Sessions Division.

## TWA Resignations Begin

EXODUS from Television Writers of America started at weekend as number of founding members in Hollywood and New York resigned. Actions ascribed to retention by western group of Executive Secretary Joan LaCour, claimed to have refused to answer questions involving Communism at House Un-American Activities hearing [B•T, Jan. 4; Dec. 21, 1953]. One faction demanded she resign after appearance but membership voted 72.6% to retain her.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

NOW AVAILABLE
"SPORTS JOURNAL"
MONDAY
THRU
SATURDAY
6:15-6:30 P

11.0
RATING BY
CONLAN, MAY '53

WITH COMMENTARY BY
"MR. SPORTS" OF THE
TRI-STATE AREA
JACK BRADLEY
SPORTS DIRECTOR
WSAZ, INC.

NATIONAL REPRESENTATIVES
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications Inc.*

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**Executive and Publication Headquarters**

**Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.**
**Telephone: Metropolitan 8-1022**

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.

In Washington, D. C., WTOP Radio's Eddie Gallaher is a man of monumental influence, with a record of astronomical popularity. Morning, afternoon and night, he occupies top position: his programs command a 30.1% greater average audience than any other local programs during the same periods.* In fact, *Gallaher is the most listened-to local radio personality in the area... and has been for years.*

***On the Washington scene...***

# His influence is monumental

He's right up there when it comes to results, too. In a recent premium offer pushed by eight local radio and television personalities, Gallaher outpulled his nearest competitor by five to one... all competitors *combined* by two to one!

Your place on any of Eddie Gallaher's programs — Sundial, Moondial or Moondial Matinee — will put your product head and shoulders above the rest. For details call CBS Radio Spot Sales or WTOP, Washington's only 50,000-watt radio station.

**Pulse, September-October 1953*

**WTOP RADIO**

***The Washington Post–CBS Radio Station***

# Representation à la Carte

The pleasures of the table are never more satisfying than when selection of the fare is made under the guidance of a skillful maitre d'hotel. Under these circumstances you are served a repast chosen and prepared according to your specific desires.

A parallel exists in national sales representation. Because the needs of stations vary so widely, ready-made sales activity designed for average conditions, can never achieve the greatest sales potential. The nature and amount of activity must be determined by the individual requirements of each station.

Twenty-one years of experience has developed in the Raymer Company a policy of Personalized Representation based on just these principles. Carefully administrated time and effort first go into the analysis of the specific advantages and special features of each station. These are then presented in the manner most convincing to the individual buyer, to the individual national advertising account.

The proper share of business for each Raymer station reflects the accomplishments of this kind of representation à la carte.

PAUL H. RAYMER COMPANY

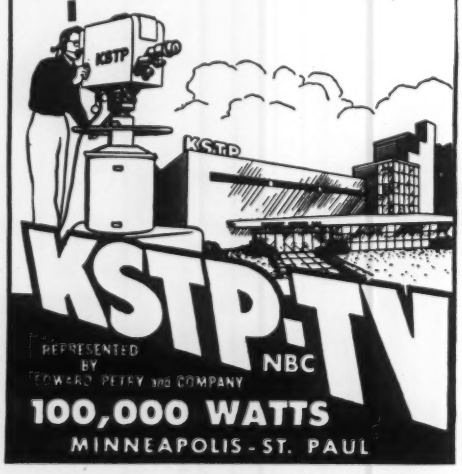
## PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD

IN THE
Upper Midwest...

KSTP and KSTP-TV have the greatest and finest facilities of Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.






## DECISION!

**Network: ABC Radio**
**Time: Mon., 9:30-10 p.m. EST**
**Producer-Director: Sherman H. Dryer**
**Writer: Peter Barry**
**Musical Director: Milton Cassel**
**Narrator: Charles Irving**
**Cast: Ivor Francis, Ross Martin, Bill Griffis, Gilbert Mack, Frank Behrns, Court Benson**
**Produced by ABC in cooperation with the Institute For Democratic Education**

A NEW dramatic radio series titled *Decision!* made its bow last Monday on ABC Radio under the auspices of that network, Sherman H. Dryer, an independent producer, and the Institute for Democratic Education. If the initial broadcast in the 13-week public service series was indicative of the sort of program that will follow, listeners are in for a two-fold radio treat. *Decision!* is both informative and entertaining—a combination that is often strived for but seldom realized in a dramatic framework.

The over-all theme of the series deals with man's struggle to shape his own destiny by making his own decisions. In illustrating this central idea, the first broadcast dramatized a story of pre-war days and the war itself between Athens, the world's first democracy, and Sparta, a militaristic state which ultimately defeated it. The analogy between this era in history and the atmosphere and circumstances which contributed to Sparta's victory over the Athenians, and our generation's fear of the threat of Communism was sharply and effectively drawn.

One particular factor accounted for the effectiveness of *Decision's* initial broadcast. Peter Barry, who wrote the script, knows how to juggle the English language. There is a vast difference between using words simply to communicate an idea and using them to stimulate ideas the listener may have. It is the latter knack that makes for outstanding imaginative radio drama. Mr. Barry is obviously familiar with both techniques and uses them equally well. The cast turned out a thoroughly polished half-hour show. Orchestration, tailor-made for the script, also contributed greatly to the show's success.

In the past the Institute for Democratic Education has produced and distributed programs of this type for local presentation, but this series is the first to be heard on a network. As in the past, the Institute is sticking to a formula of making its point, not by sermonizing, but through clear story-telling.

* * *

## THE JOE PALOOKA STORY

**Producer and Distributor: Guild Films Co.**
**Director-Producer: Richard Bare**
**Writers: Various**
**In cast: Joe Kirkwood, Cathy Downs, Sid Tomack, "Slapsy Maxie" Rosenbloom, others**

GUILD FILMS Co.'s production of *The Joe Palooka Story* is a half-hour telefilm sufficiently broad in its appeal to provide enjoyment for the entire family. Though the plots are not particularly original, they are straightforward and uncomplicated. The story line unravels easily, spiced with an appropriate dash of humor and sentiment.

It approximates in outlook the well-known comic strip by Ham Fisher in which Joe Palooka emerges as the honest, clean-living All-American man. It should find a tailor-made viewing audience from those who have enjoyed the newspaper strip.

The producers wisely have aimed for a change of pace in the various episodes. This review considered *Knobby's Knockout* and *Neutral Corner,* which, though projecting Mr. Palooka in his role of everybody's wonderful big brother, demonstrated diverse appeals. The former relied on humor, with the entire Palooka entourage caught up in the tinsel of Hollywood film-making. The latter dwelt on sentiment, with a boxing protege of Mr. Palooka ending his career because of an injury but "rehabilitating" himself, through the efforts of Mr. Palooka, as boxing instructor for a boys' club.

The casting is excellent. Joe Kirkwood, as Joe Palooka, exudes the proper amount of modesty and portrays the role of a boxer with a big heart in believable fashion. "Slapsie Maxie" Rosenbloom provides comic relief, though the lines sometimes are not too funny. Sid Tomack is a highly competent Knobby Walsh, and Miss Downs turns in an excellent performance as Mrs. Palooka.

* * *

## RESOURCES FOR FREEDOM

**Network: CBS-TV**
**Time: Sun.: Jan. 10, 3-4 p.m. EST**
**Narrator: Edward R. Murrow**
**Participants: The five members of the Presidential Commission: Chairman, William S. Paley, chairman of the board of CBS; George R. Brown, Texas engineer and industrialist; Arthur H. Bunker, president, Climax Molybdenum Co.; Eric Hodgins, member of the board of editors of Fortune magazine; Dr. Edward S. Mason, dean of the Graduate School of Public Administration at Harvard U. Also many others prominent in industry, finance and science.**
**Producer: Roy Lockwood**
**Directors: James B. Cahoon, David Moore**
**Writer: Stanley Silverman**
**Editorial Consultant: Eric Hodgins**
**Production Editors: Sidney Katz, Ralph Rosenblum**

AS TIMELY and ambitious a current events telecast as has been presented on tv recently was seen Jan. 11 when CBS-TV gave its Sunday afternoon audience a glimpse at the natural resources picture of the United States and the free world in a special events feature titled *Resources for Freedom.* The hour-long documentary was an adaptation of a five-volume report of the President's Materials Policy Commission which investigated the supply and demand problem in America and abroad in terms of the past, present and particularly the future.

A creditable job was done by CBS-TV in translating this detailed and exhaustive study into a telecast that the layman might understand. Wisely enough, Edward R. Murrow was chosen to narrate the production. His authoritative reportorial style was a decided asset to a program which could so easily have bogged down under the weight of its material had a less capable commentator handled the assignment.

In summarizing the United States' position in coming years in such vital areas as coal, iron, copper, lumber, water and oil, CBS-TV sent out its reporters and camera crews to get first-hand information from people involved in resources production. These numerous film segments, together with commentary supplied by Mr. Murrow and members of the material policy group who compiled the *Resources for Freedom* report, were tightly edited into an interesting and informative telecast. Additionally, opinions of leaders in government and industry were used to round out and supplement reports given by those who worked on the Materials Policy Commission.

The telecast was given a simple production. It pretended to do nothing but present the facts, but it did that most successfully.

# International News Facsimile

## "...has lived up to the promises you made - - and in some cases, exceeded them."

WOW
RADIO—TELEVISION

MEREDITH WOW, INC. • INSURANCE BUILDING, OMAHA, NEBRASKA
WEBSTER 3400

January 4, 1954

Mr. Robert H. Reid
International News Service
235 East 45th Street
New York 17, N. Y.

Dear Bob:

I think it's about time we let you know how pleased we are with International News Facsimile. It has lived up to the promises you made--and in some cases, exceeded them.

Ray Clark tells me that he now averages 35 to 45 pictures in each of his three daily TV newscasts. In fact, Ray seldom is "on camera" while he reports the national and international scenes. On the sports side, Jack Payne is especially pleased with your fax coverage.

Sincerely,

Director of News
MEREDITH WOW, INC.

James M. McGaffin, Jr.
dh

NBC AFFILIATE • WOW • 590 KC • 5000 WATTS.....WOW TV • CHANNEL 6 • NBC AND DUMONT

Cover this *Gem with Channel 10

WGEM

TV-AM-FM

QUINCY, ILLINOIS

Newspaper affiliate
The Quincy Herald Whig

*wGEM tri-state market

To make your sales sparkle in this tri-state area, use this GEM of an outlet . . . WGEM-TV, in the GEM city of Quincy, Illinois. It is the most powerful VHF station on the mighty Mississippi River between St. Louis and Davenport-Rock Island. The WGEM-TV market contains nearly 400,000 people with a spendable income of over half a billion dollars. Channel 10 covers this GEM!

POWER

50,200 watts

VHF

Channel 10

ABC NBC Networks
Represented by
WALKER CO.

wGEM-TV

QUINCY, ILLINOIS

JOSEPH BONANSINGA, GEN. MGR.




## Margie Misplaced

EDITOR:

Your recent feature "Tv Film Has Joined the Hollywood Elite" [B•T, Dec. 14] was up to your usual fine standards.

One disappointing note, however, was the erroneous network identification of *My Little Margie* (page 88). *My Little Margie* has been sponsored by Scott Paper Co. on NBC-TV since Sept. 2, 1953.

Considering B•T's obvious concern for accuracy, I am sure you will not mind my calling this deviation to your attention.

Please accept our congratulations for a job well done in 1953, and our sincerest best wishes for your continued success in 1954.

*John C. Hirst*
*Radio-Tv Manager*
*Scott Paper Co., Chester, Pa.*

## Out of the Garden

EDITOR:

Your story of the Garden Guild situation [B•T, Jan. 4] is a credit to BROADCASTING • TELECASTING.

We certainly appreciate the fairness with which you presented the facts and the thoroughness with which you checked them. Please accept our personal thanks for the assistance the story has given us in making the agency's position clear to our friends in the industry.

*Raymond C. Hagel*
*Executive Vice President*
*Smith, Hagel & Snyder*
*New York*

## Anti-Americana

EDITOR:

. . . What I'm writing about is the editorial in your Jan. 4 issue, entitled "Fifth Amendment Phonies." First, to compliment you upon its content, and, second, to praise you for publishing it.

And I'm wondering if the broadcasters of this nation are really doing a job by way of exposing the Communist menace—in high circles—at Washington and elsewhere. I know, of course, of such programs as *I Was a Communist for the FBI*, but has any broadcaster invited Sen. McCarthy or any of his fellows on the anti-American job to take a half hour on a network, say, once a week? For facts, not fancies. . . .

*E. C. Mills*
*KFI Los Angeles*

## More on Merchandising

EDITOR:

. . . For some time KTLN has specialized in merchandising services to advertisers, and has a special department and personnel for such services. We solicit and place displays in retail stores, as well as provide our advertisers with surveys and display checks at the retail level. Our trade calls also solicit tie-in advertising, and no minimum amount of air time is required for this, or any of our merchandising services outlined herein. We have our own merchandising bulletin which is mailed out regularly to the trade, and offer advertisers special mailings of post cards, broadsides, and special sales promotion letters prepared in conjunction with advertisers' promotion.

In addition to our own studio display, our support advertising consists of lobby and window displays, taxicab billboard space, and newspaper and shopping guide tie-in ads. Our personalities often make demonstrations and personal appearances at retail stores in support of product advertising of KTLN. Tune-in courtesy announcements are a standard service offered along with other merchandising to our advertisers, in addition to prize give-aways and many other product mentions in connection with personalities, programs and demonstrations at the retail stores.

We are especially interested in aiding the client through close cooperation with his local jobber, broker or retail man. . . .

*John L. Buchanan*
*General Manager*
*KTLN Denver*

**[EDITOR'S NOTE: KTLN was inadvertently omitted from stations listed in the merchandising survey by Kenyon & Eckhardt published by B•T last Nov. 30.]**

## Didn't Answer

EDITOR:

In your Dec. 14 issue, I noted that David G. Taft, manager of WKRC Cincinnati, discussed the WKRC omission in your recent radio merchandising supplement which was prepared by Kenyon & Eckhardt [B•T, Nov. 30]. . . . I don't know why he didn't reply to the questionnaire; I know that I didn't because I felt it was . . . not a clear-cut true indication of promotional activities of radio stations through the United States due to the difference in the size of the markets, power and the complicated code system involved. For this reason I didn't respond to the questionnaire. . . . I wonder what actual true values can be ascertained from this survey by the boys of Madison Avenue.

*William C. Smith Jr.*
*Pres. & Gen. Mgr.*
*WBIW Medford, Ind.*

## First in Firsts

EDITOR:

WSBT-TV, the *Tribune's* television station, has just completed its first year in operation. It so happens that the first year resulted in a number of "firsts" for uhf operation.

It was the first uhf station on the air in mid-America and the first uhf station on the air with a live telecast. In addition, WSBT-TV was the first uhf station to feed programming to a vhf station, first to carry remote telecasts of basketball and first to originate telecasts of college football.

WSBT-TV topped all uhf and vhf statons by becoming the first one to televise four home games of college football in a season. It was also first with closed-circuit coverage of college football practice, providing Notre Dame's coach, Frank Leahy, with a bedside view of his team while he was ill. WSBT-TV started its second year on the air by being the first television station in Indiana to transmit in color. The station carried NBC's New Year's Day telecast of the Tournament of Roses Parade in Pasadena. . .

*Clarence W. Harding*
*Public Relations Director*
South Bend Tribune
*South Bend, Ind.*

## Off the Record

EDITOR:

If and when all broadcasters realize that we can make or break the record companies by united action while they cannot reciprocate . . . we will begin to receive complete cooperation from these oligarchic companies. . . . At KRSD we pay no person nor company for records and will continue to refuse to do so. . . .

*Truman H. Walrod*
*Program Manager*
*KRSD Rapid City, S. D.*

BOING!
ZIV HITS A NEW
HIGH IN RADIO
HILARITY!!

BOI-N-NG!
GOI-N-NG!
GONE!...IN MARC
ZIV's ROLICK
A laugh-time of fun for everyone!
a new high in Hilarity
260 zany,
hilarious ha-h
RED GETS THE LAUGHS...
YOU GET A LAUGH-TI
OF SALES OPPORTUNITI
RED'S A RIOT
. . . as the
"MEAN WIDDLE KID"
. . . Red keeps fans in an uproar . . . Sponsors say
"I DOOD IT."

# ARKET AFTER MARKET!

It's crazy, man, crazy. Everybody wants the sales-happiest show on radio. Stations, sponsors, agencies in market after market are scrambling to sign up.

**ROLICKIN' ROARIN' RADIO LAUGH-FEST!**

**RED ELTON SHOW**

**5 Half-hours per week!**

**SALES OPPORTUNITIES**

**FOR YOU!**

**ny, zingy, al-hours!**

**YOUR MARKET MAY STILL BE AVAILABLE!**

Better say "I dood it" by wire or phone today. Tomorrow may be too late . . . so hurry, hurry, hurry!

**260 half-hours planned for 5-per-week . . . full of COMMERCIALS, full of LAUGHS, full of AUDIENCE RESPONSE!**

**RED'S A PANIC**
. . . is the original chuckle-head
**CLEM KADIDDLEHOPPER**
. . . Red's homespun humor is super hilarious.

**HIS ANTICS ARE FRANTIC**
. . . as
**CAULIFLOWER McPUGG**
punchy Champ who leads with his head.

FREDERIC W. ZIV COMPANY
*Radio Productions*
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

# WGR

Wherever you
Go there's
Radio

WGR's 5000-watt "take-off" lands your selling messages loud and clear wherever you go throughout Western New York, Northwestern Pennsylvania and near-by Ontario. It's the most listened-to station in the area.

*For example: WGR's wide range of top rated programs include the big audiences reached by the New York Philharmonic and the Buffalo Philharmonic Orchestras.*

**CBS Radio Network**

WGR 55

**BROADCASTING CORPORATION**

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

## RADIO NEWSREEL

**ONE of the heaviest campaigns by a butter company in the New York market is approved by Fred C. Lowenfals (r), pres., Hotel Bar Butter Co. Looking on are (l to r) Carl Ward, gen. mgr., WCBS New York; Lester Wolf, Coordinated Advertising, and Chuck Dunbar, WCBS salesman.**

**SOUTHERN Calif. Broadcasters Assn. plaque for his cooperation with the radio industry is presented Charles J. Conrad (l), assemblyman from the 57th District of California, by Frank Burke Jr., KFVD Los Angeles, and SCBA pres.**

**RALPH DE JUR, De Jur-Amsco Corp., renews with NBC Spot Sales for *New York Closeup* on WNBC New York. On hand (l to r): Mr. De Jur; Tex McCrary and Jinx Falkenburg McCrary, who conduct show; Will Buschgen, NBC Spot Sales; Bernie Deitchman, sales mgr., De Jur-Amsco, and Ed Bassuk, firm ad mgr.**

**FIRST use of network radio by Niagara Mfg. & Dist. Co., taking Tuesday segment of Gabriel Heatter's night MBS commentary, is arranged by (l to r) Owen Murphy, Niagara pres.; Maurice Bronner, exec. vice pres. of Olian & Bronner, which handles account, and Mr. Heatter.**

Jan. 22
1934

# 20 th

Jan. 22
1954

*anniversary*

*of*

RADIO SERVICE

**KTUL Offers Its Advertisers A Tradition of *CONFIDENCE* Based on Two Decades of Consistent *RESULTS***

- Tulsa's FIRST full-time Radio Station still serves the rich market of Northeastern Oklahoma best.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The "Happy Medium" Station

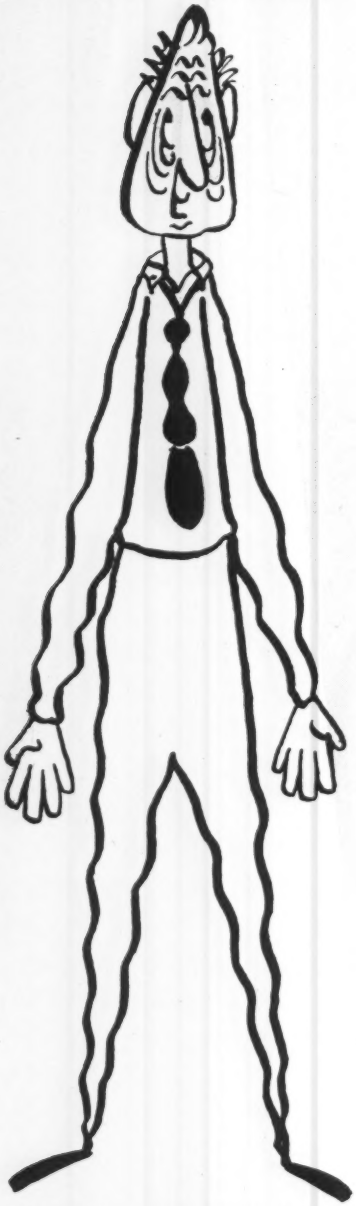
**KTUL**
TULSA

CBS RADIO Since 1934

**L. A. BLUST, JR., Vice President & General Manager**

**AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY**

**ON THE SPOT AT DEADLINE!**

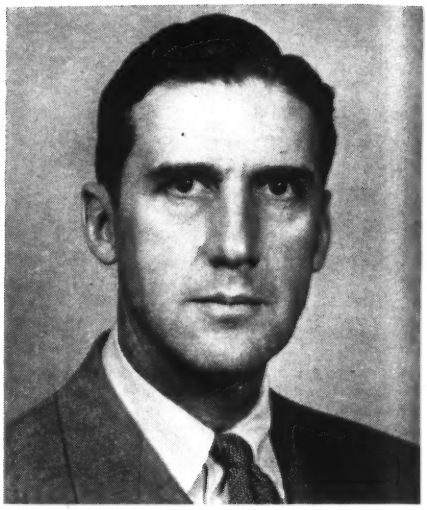


- Salesmen want presentations
- Talent wants publicity
- Packagers want promotion
- Agencies want information
- **AND NOW THERE ARE 1,734,582 TV SETS**

reached by **CHANNEL 4,** Hollywood with 50 hours per week of local telecasting by local personalities for local sales results. Contact **KNBH** or NBC Spot Sales.

# our respects

**to DR. EDWARD CHARLES LAMBERT**



DR. EDWARD CHARLES LAMBERT, professor at the U. of Missouri's Journalism School, last June had another title bestowed upon him by that institution. In keeping with the finest traditions of fonts of higher learning, it ran: "Assistant to the President of the U. of Missouri in Charge of Television Development and Operation and Director of the U. of Missouri Television Program."

Since 1947, however, Dr. Lambert has been favored with an accolade by which collegians show both their irreverence and respect, and at the same time their genius for doing away with such mouthfuls: To some 200 "J-School" radio-tv sequence graduates now at radio and tv stations and agencies, the rangy professor is known simply as "Big Ed."

When the university's commercial vhf ch. 8 outlet, KOMU-TV Columbia, was dedicated a week ago yesterday (Sunday), with 57 network shows and a sizable amount of local business under contract, it was a fitting tribute to Ed Lambert's five years of effort to bring tv to MU, and to the study on educational tv which won him a Ph.D from MU in 1952.

Called the first of its kind on a nation-wide scale, the study concluded U.S. educational institutions owe a debt of gratitude to the "splendid" cooperation extended by commercial tv broadcasters. Dr. Lambert's belief in the worth of commercial tv received its strongest support from broadcaster-industrialist Lester E. Cox (KWTO Springfield, Mo., KOAM-AM-TV Pittsburg, Kan.), who was elected a university curate in 1951 and became the power behind MU's application for a commercial channel upon lifting of the tv freeze in 1952.

An outlet cannot hold its audience for long with educational programming alone, but must give its viewers entertainment, too, Mr. Cox told the nation's educators, citing the almost universal failure of noncommercial educational radio. Nor can a university effectually train students to take their places in the radio-tv industry, maintained Mr. Cox, unless they work under the professional conditions imposed by a commercial operation.

Born in What Cheer, Iowa, Ed Lambert, who turns 44 this month, first came under radio's orbit in 1927 while working in his uncle's crystal set factory in Wichita, at which time he resolved to be a radio announcer. It was not until 1938, however, while working on his MA degree at Iowa U., that he entered broadcasting. Behind him was study for a BA degree at Iowa State Teachers College, a reporting stint on the *Cedar Falls* (Iowa) *Record* and journalism and radio teaching in various high schools.

At Iowa U. in 1938 he began doing *Around the State With the Iowa Editors* and evening news on WSUI Iowa City, the university station. In 1939 he went to Aurora, Ill., later joining WMRO there as an announcer-newsman. He also wrote and produced radio plays.

After wartime service as a navy communications officer, he returned in 1946 to the U. of Missouri as an assistant professor, and in February 1947 was called upon to set up the J-School's radio sequence in conjunction with KFRU Columbia, 250-w ABC outlet. The J-School agreed to furnish KFRU with student newsmen-announcers in return for their actual experience under commercial conditions, with Dr. Lambert becoming non-salaried KFRU news director.

KOMU-TV's goals, says Dr. Lambert, will be to (1) bring a complete practical education and the intellectual and cultural offerings of the campus to every state citizen and (2) provide the best laboratory facilities for students interested in video. To back his belief in commercial training the professor cites his 162 KFRU-trained graduates who have joined radio or tv stations—half of them as directors of their own newsrooms. He still keeps up with them by circulating a newsletter.

The university J-School's daily newspaper, the *Columbia Missourian*, has operated commercially for a half-century, with thousands of alumni enhancing MU's reputation as one of the country's best journalism schools.

Profits from KOMU-TV, Dr. Lambert says, will be plowed back into live and film productions for state-wide viewing or added training facilities. Besides bringing entertainment to the 121,000 families in central Missouri's 27 counties, the station expects to present the best each of MU's several colleges has to offer.

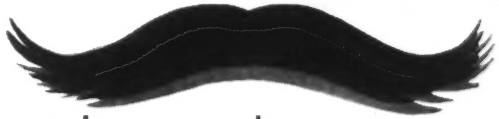
Among programs already scheduled are two weekly agricultural shows and two daily "top-notch" local news and sports shows. Long-range plans envision an in-school series to augment classroom study in state schools and panels and musical concerts by youngsters from all over the state. Campus programs will be filmed and distributed to other state tv stations to make MU's tv educational program a truly state-wide undertaking.

The professor's ambition is "to help establish one of the finest graduate training programs in the country for students who wish to have careers in radio and television." He concludes: "The broadcasting business . . . is the greatest business in the world, and I've gained considerable pleasure from . . . training some of the men who are today well established in the industry."

The professor is married to the former Ellen Cole and they are parents of Pamela, 9, and Barbara, 6. He spends spare time writing short stories, reading and fishing. He belongs to Sigma Delta Chi, Alpha Gamma Gamma, Pi Gamma Mu, Kappa Tau Alpha and Tabard Inn.

a half-hour of wholesome fun
for the young'uns

**MONDAY** thru **FRIDAY 5:30**



classic two-reel slapstick comedies
of the keystone era with narration
keyed to the kids.

"Jolly" Jack Gleason handles the narration,
the moppets, and the commercials.
Twenty-five children on set emphasize the commercial impact.

**RATING: 2.6** on first pulse **MAIL: 3,214** in first 10 days

**note:** Follows **"Junior Frolics"** top local station show in Metropolitan New York market.

**COST: $500** per program

NATIONAL REPRESENTATIVES
**WEED and Co.**

# watv channel 13

# Again and again...

# ...number one...

# ....proof of leadership

Month after month, ONE station leads in Chicago television.
Month after month, ONE station wins greater audience acceptance.

## Quarter-Hour Firsts?*

Station WNBQ programs are credited with the top rating in more quarter-hours than any other Chicago station—

—27 per cent MORE than Station B.
—44 per cent MORE than Stations C and D COMBINED.

## Average Ratings?*

The average rating for Station WNBQ for all quarter-hours is greater than that for any other Chicago station—

—5 per cent GREATER than that for Station B.
—14 per cent GREATER than the COMBINED average ratings for Stations C and D.

This is only another chapter in a continuing story, proving to all advertisers that the largest audiences in Chicago television, guaranteeing greatest sales returns, are offered by

*the QUALITY STATION in Chicago Television . . .*

*American Research Bureau
(Nov. 1953)

NBC TV

Quality Programs
Quality Services
Quality Audience

WNBQ
CHANNEL 5

Represented by NBC Spot Sales

**ALWAYS ROOM FOR ONE MORE**
**. . . we always say**

KSL-TV has long been proud of its "Do-what-we-say" promotion and merchandising programs.

Some others, in the client and agency fields, apparently agree. During the past year, KSL-TV won top-ranking laurels in a half-dozen different national promotions.

For more information on how to receive this personalized service in Intermountain America, contact CBS-TV Spot Sales, or . . .

KSL-TV
SALT LAKE CITY
CBS • ABC • Dumont

*serving thirty-nine counties in four western states*

**John Cotton Belfield**

# on all accounts

JOHN COTTON BELFIELD's entire business career has been devoted to the advertising field. He is now the newly-elected president of Lewis & Gilman, Philadelphia advertising and public relations agency.

Mr. Belfield succeeded Wesley A. Gilman, one of the agency's founders, who died Dec. 5, 1953.

Formerly a vice president of the company, Mr. Belfield joined Lewis & Gilman as an account executive in 1945. For 12 years previously he had been closely associated with a number of important national accounts, including the Ford Motor Co. and Berkshire Knitting Mills.

### To L&G in 1945

In 1941 he became advertising and sales promotion manager of Gelatin Products Corp. and held that position until 1944, when he was named Detroit manager of *Good Housekeeping* magazine. He left that post to join the Lewis & Gilman agency, and since 1945 has been active on a number of leading accounts, including The Budd Co. and Farm Journal Inc.

Mr. Belfield has a firm belief in the importance of radio advertising. In his words:

"Radio, with more than a hundred million sets in this country, provides one of the most effective and economical means of moving merchandise and selling services."

The Lewis & Gilman agency has a yearly billing of more than $5 million. Some of the company's radio and tv accounts are Wyeth Laboratories, John J. Felin & Co., Jacob Reed's Sons and Central-Penn National Bank.

### Penn State Graduate

Mr. Belfield, a resident of Wynnewood, Pa., was born April 2, 1906. He attended school in Swarthmore, Pa., and is a graduate of Penn State College. He married the former Lillian Baker. They have a daughter, Nancy, 18, who attends Denison U. in Ohio.

His hobbies include golf, hunting and fishing. He is a member of the Mid-day Club and Merion Golf Club.

# criteria in the carolinas

40% in the afternoon for JIMMY PATTERSON, "By Jimminy".

PHIL AGRESTA'S "Carolina News" has 59%.

DOUG MAYES gets to 62% Saturdays with "Farm Market Reporter".

46% at 9:00 A.M. for BOB BEAN and "What's Cookin'".

"Anything Goes" for 49% on Monday nights with GIL STAMPER.

45% gather daily at ARTHUR SMITH'S "Corner Store".

35% for JEANNE ALEXANDER and "Jeanne's Journal" Saturday AM's.

GRADY COLE... for 22 years "Mr. Radio" in the South with a 52% share of audience.

LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 52% by "Starlite Salute".

CLYDE McLEAN'S NEWS has 57% of the 6:00 P.M. traffic.

Many on the street and 51% at home for FLETCHER AUSTIN'S "Streetman".

A 61% share for ALAN NEWCOMB'S Sunday evening "Evensong".

BOB RAIFORD'S "Robert D." race platters attract 38%.

Late in the evening FRED KIRBY'S "Hillbilly Star Time" reaches 55%.

JACK KNELL whose newscasts command 62% of the available ears at 12:35 P.M.

**Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1953... from 35% to 62% shares of audience, each personality leading all other competition.**

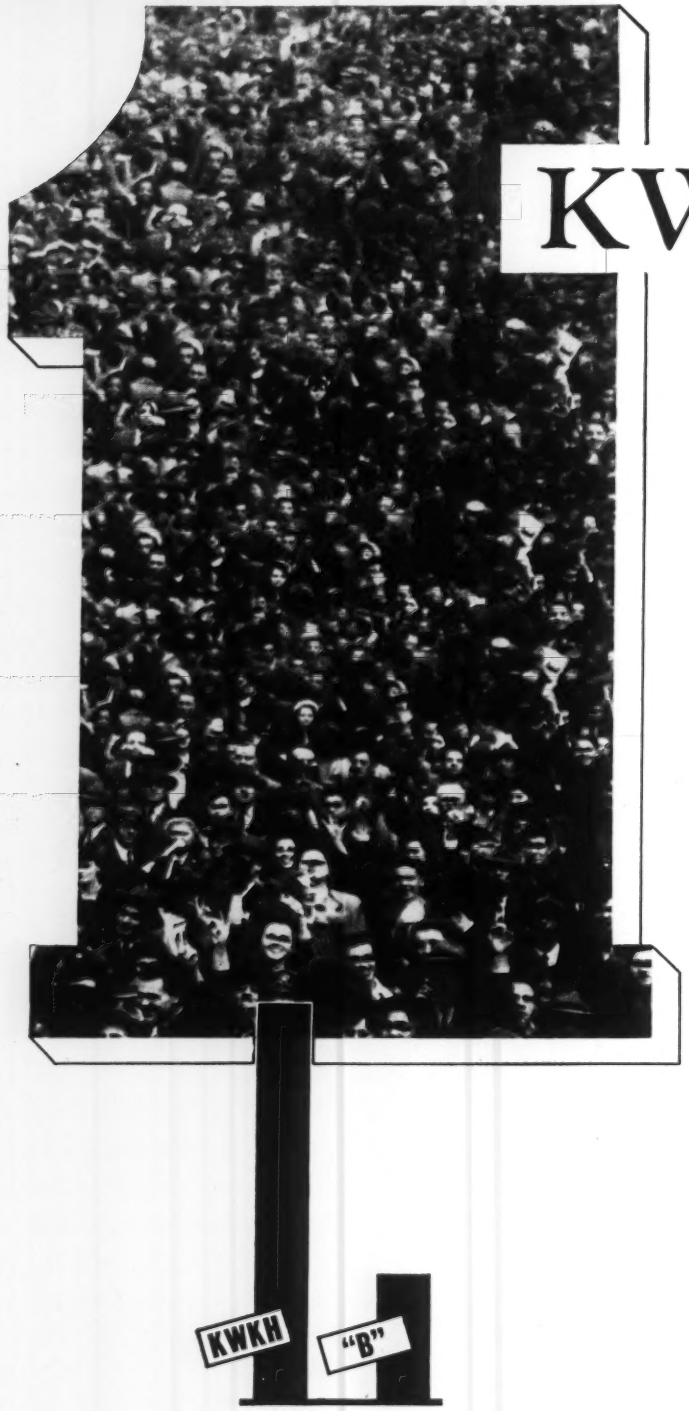
*Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 400,000 North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 31-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.*

WBT

CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

***Represented Nationally by CBS Radio Spot Sales***




AVERAGE DAILY LISTENERS

# KWKH is first by more than 202.9% in average daily listeners!

Any way you look at it, KWKH is the Number 1 radio value in the big Arkansas-Louisiana-Texas area.

KWKH gets 202.9% more Average Daily Listeners than Shreveport's second station—*yet costs only 60% more dollars!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham man for all the proof of KWKH's tremendous superiority.

## KWKH

*A Shreveport Times Station*

50,000 Watts • CBS Radio •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

January 18, 1954 Vol. 46, No. 3

# SEN. JOHNSON BLASTS FCC SEVEN-TV-LIMIT PROPOSAL

**Democratic leader of Senate Interstate & Foreign Commerce Committee writes FCC Chairman Hyde that plan smacks of 'brazen television monopoly' and is a 'wicked give-away.' He calls for a suspension of the proposal and hints a Congressional inquiry.**

POWERFUL Sen. Edwin C. Johnson (D-Colo.) last week emphatically placed a stamp of disapproval on FCC plans to boost the limit of tv stations which can be owned by a single entity [CLOSED CIRCUIT, Jan. 4].

In a strongly-worded letter to FCC Chairman Rosel H. Hyde the top ranking Democrat on the Senate Interstate & Foreign Commerce Committee challenged the Commission's Dec. 23 notice of proposed rule making.

That proposal would permit common ownership of seven tv stations with the condition that not more than five be vhf [AT DEADLINE, Dec. 28, 1953].

Reached at his desk Thursday, Chairman Hyde said he had no comment.

Sen. Johnson, taking a dim view of the Commission's proposal, asserted it smacked of "brazen television monopoly" and labeled it as a "wicked 'give-away.'" The situation was

SEN. JOHNSON
He writes in protest.

considered by the Senator as ripe for Congressional review.

Although it was understood that the Senator did not time his letter that way, by coincidence his comment on multiple ownership and reference to a Congressional investigation came at the same time that the Senate Commerce Committee disclosed it would invite FCC to Capitol Hill to discuss its activities and problems (see story, page 46).

Initially, the FCC's proposed rule making to amend its newly-adopted multiple ownership rules was seen as a prospective boost for uhf television.

High points of the Johnson letter, which technically was in the form of comments on the Commission proposal, follow:

• FCC "should announce immediately that it is suspending this proposed rule making proceeding until it acquires additional experience and data with regard to manufacturing and distribution of receivers, transmitter equipment and after it has explored fully all problems that directly affect the operation of a uhf station.

• "The Commission's report and order released on Nov. 27, 1953, less than four weeks before this instant proceeding was initiated, limited the number of tv stations in which a person may hold an interest to five and permitted persons to control seven am or seven fm stations. In this action, the Commission was overly generous with the people's airwaves and they do belong to the people. In justifying it, the Commission said, among others thing, 'The attached rules continue in effect the existing limitations on tv station ownership (five) which, *in our judgment, based on extensive experience with problems of multiple ownership, have proven practicable and desirable.*'

### Didn't Foresee Change

"Continuing, the Commission said: 'In the absence of circumstances *which we do not now foresee*, we believe that the policy of diversification requires the adoption of the five station limitation.' Moreover, and this is enlightening and pertinent, the Commission held that neither 'the present nor the proposed rules on limited ownership in tv makes any distinction between vhf and uhf stations.' [*Italics* are the Senator's.]

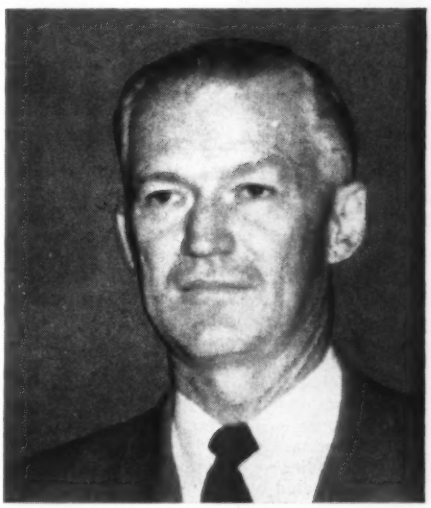
• "What happened between Nov. 27, 1953 [when FCC decided to limit tv ownership to five vhf stations and deferred consideration of the uhf question to the overall uhf study], and Dec. 23, 1953, which caused the Commission to shift its policy? . . ." This, he said, "would be an interesting subject for Congressional inquiry.

• "Nothing to my knowledge has happened since Nov. 27, 1953, to reverse that very recent decision other than the pressure of selfish groups.

• "If this illogical turn-coat proposal should by any chance be acted upon favorably, it must be regarded as public acknowledgment that the Commission is turning helplessly to the monopolists. Surely, a competent government agency will not advertise its impotence and admit its failure to give the people that national competitive television system it has so bravely promised repeatedly."

• Asserting that "now is the time to oppose this wicked 'give-away' proposal," he said, "History has demonstrated that once the Commission has authorized increases in multiple ownership it never retracts.

• "This multiple ownership expansion proposal is a short-sighted policy concentrating greater power in the hands of the few. The sugar-coated justification is merely a subterfuge



CHAIRMAN HYDE
He says, 'no comment.'

giving away the people's heritage to the few who already have more than their share.

• "I need not emphasize the dangers which are inherent in the concentration of broadcast facilities in a few powerful hands. Reference is made to the Commission's own statement in its Nov. 27, 1953, order in which it stated, 'The fundamental purpose of this part of the multiple ownership rules is to promote diversification of ownership in order to maximize diversification of program and service viewpoints as well as to prevent any undue concentration of economic power contrary to the public interest.' Were these merely fancy words on the part of the Commission to keep everybody happy? I hope not, but coupled with the new proposal, they have a hollow sound.

• "The Commission should not be stampeded into an action that is dead wrong in principle and detrimental to the public interest."

Among the questions raised by Sen. Johnson was: What happened to a study which was being conducted by the Ultra High Frequency Tv Assn.? Sen. Johnson noted that reference was made to this study in FCC's November decision. Why did the Commission not wait for it, "particularly since it waited almost five years before it issued" its November order? he asked.

Much of Sen. Johnson's letter was taken up with the thesis that FCC was not on a sure footing in judging the uhf situation.

Among the issues raised by Sen. Johnson

was network affiliation. He said:

"The Commission is familiar with the shocking situation said to exist in Monroe, La. My information indicates there are only two tv assignments to this community; one vhf and the other uhf. The uhf station inaugurated its service ahead of the vhf station. Despite that fact all four networks are affiliated with the vhf station. Is that in the public interest? Does that offer maximum diversification of program and service? Will the enlargement of the multiple ownership rule encourage the development of uhf in this case? Will the proposed change in the multiple ownership rule cure this abominable neglect of the people's airwaves in what appears to be a conspiracy to injure the development of uhf?"

He also asked what effect the proposed change would have on the "bargaining position in the purchase of programming feature films?"

Attacking the FCC's first study of the progress of 101 post-freeze vhf and uhf stations operating but a few months as of Aug. 1, 1953 [B•T, Jan. 4], Sen. Johnson wondered whether the December document was based on the data reported. He pointed out that the report was now outdated and that the jump in uhf stations on the air since that time was "a forceful reminder of the rapidity with which the picture is changing. . . ."

The Senator took issue with the Commission's finding that the addition of two uhf channels to the ownership limit will "encourage the rapid and effective development of the uhf band." In this, he called attention to the expectation that the boost in station limitation would allow networks and other major operators to acquire additional uhf stations. He asked how network development of uhf in San Francisco would "expedite the development of a uhf station in Fort Dodge, Iowa; Denver, Colo.; Roanoke, Va.; Columbus, Ohio; or, in any city?"

If operation of uhf by networks and other big operators is important to its development, the Senator said, then why "does not the Commission modify its rules to limit stations which can be operated by one person to two vhf and three uhf?"

### Admits Uhf Inferior

Inferring that the December proposal was "tantamount to admission that uhf is inferior and will remain inferior to the service now being rendered by vhf," Sen. Johnson said if "this is the case . . . the Commission should say so in no uncertain terms." If not, he said, FCC should say why "this unprecedented action is being taken."

Sen. Johnson said he found it difficult to reconcile FCC's action in the multiple ownership situation with its denial of the KSTM-TV St. Louis petition to remove two vhf stations and add four more uhf outlets there. He cited FCC's reference to a view in the case that uhf stations "will eventually compete on a favorable basis with vhf stations . . . . Uhf stations must constitute an integral part of a single nationwide service." (See KSTM-TV story, page 56).

The Senator also laid stress on the timing of (1) the November decision, (2) Comr. John C. Doerfer's talk to the Maryland and D. C. Radio-Tv Broadcasters Assn. two weeks later in which he stated the uhf study by FCC was completed and would be released soon, and (3) the notice of proposed rule making issued some 12 days later.

When the notice was issued, Comr. Frieda B. Hennock dissented in a two-page opinion and Comr. Robert T. Bartley concurred with a reservation. Comr. Bartley wanted proof that uhf will be aided by the eased limitation.

In its December notice, the Commission said comments were due as of Feb. 1 after which FCC will determine its next step.

**FISK Tire Division of U. S. Rubber Co. will use more radio this year in plans being made by Elliot Detweiler (2d from l), division advertising manager, and (l to r) Walter Klee, assistant advertising manager; Ted Maxwell, BAB salesman; Lucia Savicheff, secretary to Mr. Detweiler, and Duncan Ross, account executive, Fletcher D. Richards Inc., agency.**

* * *

# FISK TIRES CAMPAIGN TO BOOST RADIO USE

**Fisk Tire Division of U. S. Rubber Co. sets 10-city, 13-week test of radio starting this month. The firm will use a three-point copy formula developed by BAB.**

DECISION of the Fisk Tire Division of U. S. Rubber Co. to make radio an appreciable part of its overall advertising campaign for the first time in its history was announced last week by Elliot Detweiler, manager of advertising for the division.

A special 10-city test campaign starting this month and continuing for 13 weeks will comprise part of the division's new emphasis on cooperative advertising, which Mr. Detweiler said was decided upon after detailed study of radio in cooperation with BAB.

In the test campaign Fisk will measure actual sales developed by radio as against these developed by other media. This measurement will be made via questionnaires supplied to dealers. The cities are Atlanta, Baltimore, Chicago, Detroit, Grand Rapids, Jacksonville, Miami, Minneapolis, Richmond and Springfield, Mass. The company has not used radio in a majority of these markets.

"Our primary advertising objective is to sell at the local dealer level," according to Mr. Detweiler's announcement, which was distributed by BAB. "We believe radio will help us do that."

In preparing transcriptions for the cooperative dealer campaign, which is placed locally, Fisk made wide use of a three-point radio copy formula developed by BAB. A number of BAB studies, reports, and presentations were among the factors said to have influenced Fisk's decision, plus an analysis of comparative cost-per-thousand figures for radio and newspapers.

## Maybelline Seeks Time

MAYBELLINE Co., Chicago (eye beauty aids), has underway a heavy tv spot campaign on 50 stations in 24 markets and is looking for more availabilities for the *Liberace Show*, it was learned last week.

Maybelline currently is sponsoring or co-sponsoring the *Liberace* Guild Films package in seven markets and is seeking others, according to Roy M. Kirkland vice president, Gordon Best Co., which handles the account. The tv spot drive was described as "substantial" budget-wise and represents the firm's first plunge into television. Campaign started late last year.

## McCann-Erickson Gets One of Swift Accounts

SWIFT & CO., Chicago, last week assigned one of its products—Meats for Babies—to McCann-Erickson in the first of several appointments stemming from the recent resignation of the account by Needham, Louis & Brorby in favor of Wilson & Co. [B•T, Jan. 11].

At the same time the meat-packing firm is due to announce soon appointment of an agency to handle the Derby Foods account, which uses both radio and television.

McCann-Erickson now handles Swift's butter (Brookfield), cheese, ice cream, eggs, Prem meat, and chicken. Three other Swift agencies, including J. Walter Thompson Co., were reported to be seeking the company's agricultural products relinquished by NL&B.

Ewell & Thurber Assoc., which formerly had some of the Wilson accounts now shifted to NL&B, will continue to service the latter's canned meats and deodorant soap (Cream Ade) along with Ideal dog food, a heavy spot radio-tv advertiser.

## BIG SPOT DRIVES SLATED BY SEVEN

SALADA TEA Co., allocating more than a million dollars for a radio and television spot announcement schedule, headed a list of seven national advertisers figuring in spot campaigns in last week's roundup of business activity.

The advertisers besides Salada Tea are Monarch Wine Co., Coats & Clarks Sales Corp., Block Drug Co., Birdseye Food Products, White Sewing Machine Co., and Hudnut Sales Co.

Salada, with its more than $1 million budget, is preparing a 52-week spot campaign in more than 100 radio and television markets. The schedule is being placed by Wyatt & Schuebel,

New York, for the Hermon W. Stevens Agency, Boston.

Monarch Wine Co., Brooklyn (Manischewitz wine), is placing a 52-week campaign, starting today (Jan. 18) in 80 radio and television markets. Agency is Emil Mogul Co., N. Y.

Coats & Clarks Sales Corp., New York (Crown Zippers), effective Feb. 1 launches a 13-week radio spot announcement campaign in 48 markets. Kenyon & Eckhardt, New York, is the agency.

Block Drug Co., Jersey City, for Paslam ointment is preparing a 26-week radio campaign on the West Coast and in the South effective Feb. 1. Firm also placed, for its Minipoo product, a spot schedule in 25 radio markets which started Jan. 4. Emil Mogul Co., New York, is handling both campaigns.

Birdseye Food Products (Birdseye beef pie) effective Jan. 25 starts a six-week campaign in about eight radio and television markets. Young & Rubicam, New York, is the agency.

White Sewing Machine, New York, through BBDO, also New York, is placing one-minute television participations in 31 markets, effective Feb. 15 for 10 weeks.

Hudnut Sales Co., New York (Hudnut home permanent), through Kenyon & Eckhardt, New York, effective today starts a television spot announcement drive for 10 weeks in approximately 20 markets.

## Color Strikes Responsive Chord With Many Advertisers

FAVORABLE reactions to color television were reported following a demonstration designed to show the impact of color in national spot and local advertising which was held last Tuesday by NBC Spot Sales and WNBT (TV) New York in a telecast close circuited for a group of invited advertising and retail executives in eight of the nation's top markets.

An estimated 1,000 guests in New York, Washington, Cleveland, Chicago, Detroit, St. Louis, San Francisco and Los Angeles saw half-hour programs which originated from WNBT (TV).

A spokesman for NBC said the network was "highly impressed" by the interest evinced by retailers who have not used broadcast advertising to an appreciable extent in the past. A spot check by B•T in New York indicated that retailers at the session felt that color tv would have a strong impact for products lending themselves to color and to movement.

**Miss Irene Bender,** public relations director of **Associated Merchandising Corp.,** which operates 26 department stores throughout the country, including Bloomingdale's and Hearn's in New York, described color tv as "absolutely magnificent" for fashions. She said she was "so highly impressed" that she had requested NBC-TV to lend her company a print of the color film for showing at sales meetings of stores throughout the country.

**J. M. Sieroty,** president of the **Eastern Columbia Department Store,** Los Angeles, said there is "a great potential" for the use of color tv by department stores. He declared tv will "create a demand for more merchandise" and "improve style sense and style appreciation."

**Miss Gene Hermann,** president of **Georgene Costume Co.,** New York, and a fashion designer, expressed the belief that color tv will do more for the fashion field than fashion shows, which have been highly successful in the past. She said color should prove a "natural" for the moving of clothing and accessories in the retail field.

**Miss Eileen Hammerman,** assistant merchandising manager of **Gimbel Brothers'** ready-to-wear department, said that in fashion advertising "color stands up very well." She added it should prove to be an important factor in fashions and accessories in which color predominates.

**Robert Zimler,** general manager of **Telesale Co.,** New York advertising agency that handles radio-tv advertising for Gimbel's and the Blumstein Dept. Store in New York, said color tv "adds the same power to tv that the atom bomb did to military explosives." He pointed out that color can be "a powerful sales agent" for retailers in food, clothing and in articles of motion.

## Mutual of Omaha Sets '54 Radio-Tv Timebuys

**Insurance firm announces it will sponsor time on four shows on four different networks—CBS Radio, MBS, NBC-TV and ABC-TV. Plans are effective Jan. 24.**

MUTUAL OF OMAHA, insurance firm, has announced what it describes as "the greatest radio and television endeavor in the history of the insurance industry." The broadcast media sponsorship starts Jan. 24.

V. J. Skutt, president of the firm, disclosed the plans which include four networks and four known performers. They are Bob Considine and his weekly news program, *On the Line,* on 550 stations on MBS, Sunday, 6:30 p.m. EST, starting Jan. 24; three segments weekly of NBC-TV's *Today* with Dave Garroway, on 50 stations, starting Feb. 25; 15-minute segment (11:30-11:45 a.m.) of the *Robert Q. Lewis Show* on 204 stations on CBS Radio, Saturday, and *John Daly and the News,* on about 40 ABC-TV outlets, Monday and Wednesday, 7:15-7:30 p.m. EST, starting Feb. 1.

The time periods purchased on *Today* are five minutes of Mr. Garroway's front-page news program heard Monday, Wednesday and Friday, alternating each week from 7:30-8:30 a.m. Bozell & Jacobs of Omaha is the agency.

## Imdrin Budget Allots $600,000 to Radio-Tv

RHODES Pharmacal Co. has launched a $1 million advertising campaign on behalf of Imdrin (a patent medicine), with radio and television earmarked for over $600,000 on a nine months' basis, J. S. Rose, Rhodes representative, announced last week.

Bulk will go into radio, with over 100 stations in major and small markets carrying Imdrin spots and some programs. The campaign covers about 60% of the nation's "major" stations, according to N. J. McMahon, partner in O'Neil, Larson & McMahon, the Rhodes agency.

The radio-tv budget will run approximately $68,000 per month, covering the first 26 and last 13 weeks of this year. One-minute films have been purchased in three markets and will be extended to others.

## Duff Cake Mix Sold To Food Syndicate

A FOOD syndicate headed by Edward J. Baker, Frederick J. Briefer, and J. D. Silberman, last week purchased the Duff Cake Mix Division of Pillsbury Mills. The new firm has been incorporated under the name of Duff Baking Mix Corp. and plans are under discussion for an advertising and promotion campaign which will include radio and television. Harry B. Cohen Adv., New York, is the agency.

Pillsbury's acquisition of Duff's for about $2,238,000 in March 1952 and its earlier purchase of the Ballard & Ballard Co. brought charges by the Federal Trade Commission that Pillsbury violated the anti-merger section of the Clayton Act.

The FTC on Dec. 21, 1953, vacated an FTC hearing examiner's initial decision dismissing the case and remanded it to the hearing examiner on an appeal from FTC counsel in support of the complaint. In its decision on this first case under the anti-merger (Sec. 7) provision since the Clayton Act's amendment in 1950, the FTC said the result of Pillsbury's actions, *prima facie,* "may be substantially to lessen competition or tend to create a monopoly."

## Y&R Heads Meet This Week

MANAGERS of all Young & Rubicam offices in the U. S. and other countries will be in New York today (Monday) through Wednesday for a three-day meeting with Sigurd S. Larmon, president of the agency, and other top company officials.

## J. M. Hickerson Inc. Forms Des Moines Agency of Merger

J. M. HICKERSON Inc., New York has opened a new agency in Des Moines by consolidating two long established agencies, the Blakemore Co. and the Walter E. Battenfield Co. Offices will be located at 2021 Grand Ave., where the Blakemore Co. has been located.

**Mr. Hickerson**

Officers of the agency are J. M. Hickerson, New York, president and treasurer; Thomas A. Burke, New York, secretary; Paul Blakemore Sr., Des Moines, vice president, and Robert MacRae, Des Moines, vice president and Des Moines manager.

Blakemore personnel joining the firm are Robert H. Morgan, copy chief and account service supervisor; Donald V. Brown, art director, and Paul Blakemore Jr., account executive.

Mr. MacRae has supervised the accounts of the Battenfield company for the past five years.

**Mr. Blakemore Sr.**

**Mr. MacRae**

Mr. Hickerson said that "our new office . . . makes available to Iowa clients the experience and skills of our New York creative staff, including its television department."

## 'Bait' Draws Fine

A FINE of $500 for false and misleading advertising of vacuum cleaners in televised "bait" pitches was levied against Thrifty Vacuum Cleaner Stores in Los Angeles last fortnight by Municipal Judge Gerald C. Kepple.

Judge Kepple denounced the firm as operating on a "let the buyer beware" policy and voiced regret "that television advertising cannot be screened more carefully to weed out these present-day medicine men."

Last month the court had dismissed charges against Milton Lyle, president of the vacuum cleaner concern, two employes, and William Griffith, an announcer who handled commercials [B•T, Dec. 21, 1953], exonerating them of any wrongdoing. The court then accepted a guilty plea from the corporation.

The three and Mr. Griffith had been arrested and charged with violating a city ordinance prohibiting false and misleading advertising [B•T, Nov. 9, 1953, et seq.].

## NEW BUSINESS

**General Motors Corp.** will present *General Motors Motorama of 1954* in special tv preview of motor show at Waldorf Astoria in New York, Jan. 20, 10-10:45 p.m. on 80 CBS-TV stations, featuring Arthur Godfrey and cast of his *Godfrey and His Friends* tv show.

**Chrysler Corp.** (Dodge Div.), to sponsor *Roy Rogers* on NBC Radio, Thurs., 8-8:30 p.m. Agency: Grant Adv. Inc., Chicago.

**Pharmaco Inc.,** Kenilworth, N. J., has signed to sponsor NBC Radio's *Front Page Farrell* on alternate days, with sponsorship one week on Mon.-Wed.-Fri., and second week on Tues. and Thurs., starting today (Monday). Program is heard Mon.-Fri., 5:15-5:30 p.m. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

**Associated Products Inc.,** N. Y. (5-day deodorant pads) starts alternate-week sponsorship of *Arthur Murray Party* on NBC-TV, Mon., 7:30-45 p.m. **Consolidated Royal Chemical Corp.** remains as alternating sponsor. Grey Adv. Agency, N. Y., is agency for Associated Products.

**Johnston & Johnston,** L. A. (Tafon reducing aid), starts *Meet Millie* on CBS-TV, Sat., 7-7:30 p.m. EST, for 13 weeks from Jan. 30. Agency: Frank J. Miller Adv., Hollywood.

## AGENCY SHORTS

**Emil Reinhardt Advertising,** Oakland, Calif., incorporates as **Reinhardt Advertising Inc.**

**Hutchinson Adv. Co.,** Hollywood, has been formed by **Roger S. Hutchinson,** formerly partner in Hutchinson-Hadlock Co., that city. New offices are located at 1257 N. Vine St. Telephone is Hollywood 2-4500.

**Sam Ewing Advertising Agency,** S. F., changes name to **Sam Ewing Television and Radio Productions.** While continuing to service present advertising clients, firm will not take more, but will concentrate on production of filmed, live tv and radio programs in future.

**Western Adv. Agency Inc.,** L. A., moves to 4848 Wilshire Blvd., that city. Telephone is Webster 8-2681. **Henry Gerstenkorn Co.,** L. A., merchandising and food advertising specialists, has become a part of Western with **Mr. Gerstenkorn** named a vice president of the agency.



# MPTV APPOINTS HEWITT, COLLIER

### Film company names two to syndication posts in San Francisco and Dallas. New 'Tim McCoy' series also announced.

APPOINTMENTS of Edward E. Hewitt as sales manager of the Film Syndication Division of Motion Pictures for Television in San Francisco and of Bruce Collier to a similar post in Dallas were announced last week by Edward D. Madden, vice president and general manager of the division.

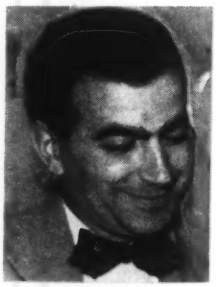
Mr. Hewitt, most recently West Coast manager of the Movie Advertising Bureau of United Film Service Inc., formerly served as tv account executive for ABC in San Francisco. He will report to Maurie Gresham, western division sales manager of the company in Los Angeles.

Mr. Collier, who also will serve under Mr. Gresham, resigned recently as sales account executive with WMAL-TV Washington. He previously had been with the Liberty Broadcasting System in Dallas as director of station relations.

At the same time Mr. Madden announced that the division has begun production in Hollywood on a 39 quarter-hour western tv filmed series called *The Tim McCoy Show*, which will be available for March 1 air date for weekly national spot, regional and national advertisers on an exclusive basis. Other productions that the division is syndicating are *Duffy's Tavern; Flash Gordon; Janet Dean, Registered Nurse; Drew Pearson's Washington Merry-Go-Round,* and *Junior Science.* As previously announced, color production on *Paris Precinct,* starring Louis Jourdan and Claude Dauphin, is expected to begin in Paris on May 1, for syndication beginning next September.

## Consolidated Tv Names Baruch to Eastern Sales

PROMOTION of Ralph M. Baruch, account executive since 1952 with Consolidated Television Sales, tv film distribution company, to the post of eastern sales manager was announced last week. He succeeds Halsey V. Barrett, who has resigned [B•T, Jan. 11].



Mr. Baruch

Prior to joining Consolidated, Mr. Baruch was with the DuMont Television Network as a spot sales account executive, and previously had served SESAC in a station relations capacity. In his new post, Mr. Baruch will concentrate on sales efforts on behalf of the company's "Station Starter Plan" (88 markets) and *Time for Beany* (40 markets).

## Disney's Entry Into Tv Planned 'Before Too Long'

ALTHOUGH Walt Disney Productions has "no present intention" to sell any of its motion picture product to tv, the firm expects "before too long" to be on the air with a video show "designed not only to produce revenue, but also to publicize and exploit all of the company's product."

Roy O. Disney, president, made this statement in the company's annual report to stockholders. Although he did not elaborate on the company's future tv plans, it is known that numerous offers have been made by both advertisers and the networks, for either a weekly video show or four big special telecasts yearly. However, he has made it no secret that the only type of program the company would be interested in is one that would promote the regular Walt Disney theatrical motion picture releases.

## Screen Televideo Sold To Jacques Braunstein

SCREEN Televideo Productions, Beverly Hills, has been reactivated by producer Jacques Braunstein who, for a reported $500,000, has purchased the film firm's assets from the Ralph Stolkin-headed syndicate, which has recently liquidated Screen Associates, Screen Televideo's parent corporation. In the transaction Mr. Braunstein, who will serve as president, acquired 29 half-hour tv films, originally released in the *Electric Theatre, Cavalcade of America* and *Your Jewlers Showcase* series, an 83% interest in the Dean Martin and Jerry Lewis motion picture, "At War With the Army," film equipment and office fixtures.

Production of new tv film product is being set up for Screen Televideo, and Robert Lord, formerly a partner with Humphrey Bogart in Santana Productions, has joined the firm as vice president in charge of production. Lester Braunstein, New York attorney, has been named secretary and will headquarter in New York. The Beverly Hills offices are at 333 S. Beverly Drive, telephone, Crestview 1-6131.

Theatrical film production is planned by the new officers under the name of Hanover Pictures.

Mr. Stolkin and his partners, A. L. Koolish, Ray Ryan and Edward Burke, had bought out Sherrill Corwin's interest in Screen Assoc., preparatory to liquidating the firm. The syndicate's attempt last fall to purchase the controlling stock in RKO Radio Pictures fell through, resulting in the loss of a down payment in excess of a milion dollars.

## McGeary-Smith Renamed

McGEARY-SMITH Labs Inc., Washington, D. C. motion picture laboratory firm, has changed its name to Capital Film Labs Inc., officials announced last week. According to the announcement, stockholders and company directors felt the new name would readily identify the location of the company in the Nation's Capital. The firm was founded in 1949.

## FILM SALES

**Five Star Productions,** Hollywood, has completed a new 60-second tv film commercial for **Brown & Williamson Tobacco Corp.,** Louisville (Raleigh cigarettes), which cost over $10,000 and utilizes a new technique to bring cartoon characters to life, augmented by a 10-piece orchestra. Agency is **Russel M. Seeds Co.,** Chicago. Five Star has also completed six new cartoon jingle and live-action film commercials for **Chevrolet Motor Div.,** Detroit, through **Campbell-Ewald Co.**

## PRODUCTION

**Screen Gems Inc.,** Hollywood, has concluded a deal with **Normandy Television Pictures Inc.** to film new series, *Damon Runyon Theatre.* Production is scheduled for an April start with

Screen Gems adhering to its anthology-type format and using different Hollywood "name" talent in each film. Tv film rights to 8,000 **Damon Runyon** stories were acquired over a year ago by motion picture producer **Howard Welsch**, who, backed by a Chicago syndicate, will co-produce the series with **Michel Kraike. Fred Briskin,** production executive on NBC-TV *Ford Theatre* for Screen Gems, will serve in same capacity. Syndication and distribution will be handled by firm's sales organization.

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**Peter Elgar Productions Inc.,** N. Y., has produced "Beer Belongs," all-color documentary film, for the **United States Brewers Foundation.** It will be available to tv stations for presentation in black-and-white.

## DISTRIBUTION

**Calhoun Studios,** N. Y., reports that the United Aircraft film, "We Saw It Happen," depicting 50 years of powered flight, has been distributed on a free basis to 152 tv stations and adds that the free offer will stand at least until the spring.

## RANDOM SHOTS

Tv film production company has been formed by **Samuel Goldwyn Jr.,** formerly with CBS-TV New York, as a producer. Production is scheduled to get underway in April at the Goldwyn Studios, Hollywood, and sales headquarters have already been established at 1270 Sixth Ave., New York City.

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Dubbing and film recording facilities of **Telepix Corp.** studios, Hollywood, has been increased by estimated 40 per cent through installation of new G.E. interlock motors and new technique of projecting instantaneous volume indicator and footage readings onto wall next to picture, according to **Robert Newman,** firm president. Another innovation, use of stereophonic sound triple-track recording in dubbing process greatly increases efficiency and speed, Mr. Newman stated.

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**John W. Loveton** and **Bernard L. Schubert,** tv film producers, announced last week that their tv filmed series will be listed as *The New Adventures of Topper* instead of *Topper* because some viewers have confused it with old *Topper* movies. Program is presented in most cities over CBS-TV (Fri., 8:30-9 p.m. EST) under sponsorship of R. J. Reynolds Tobacco Co.

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**Screen Gems Inc.,** Hollywood, in cooperation with the **U. S. Navy,** is preparing a series of 39 half-hour tv films, *Navy Diary,* dealing factually with heroic deeds and taken directly from Navy files. Said to be the first deal of this type with a commercial tv producer, the Navy was represented in negotiations by **Cmdr. James Shaw,** who acted as technical advisor on Columbia Pictures' "The Caine Mutiny." **Steve Fisher** is writing the first script, "Destroyer That Vanished," under the supervision of **Michel Kraike.** No shooting date is set.

## Syndicate Seeks U.A.'s Tv

NEGOTIATIONS were reported in progress last week for the sale of the Television Department of United Artists Corp. to a syndicate headed by Joseph Harris, who recently resigned as vice president of Motion Pictures for Television Inc. A spokesman for United Artists said that conferences had been held, but that details had not been finalized as yet.

## Brewers Spend $10 Million For Ziv Shows, Time—Sinn

### Executive vice president lists 12 advertiser categories most likely to buy the new Red Skelton series.

BREWERS across the nation spend more than $10 million annually on Fredric W. Ziv Co. radio programs and station time in which they are sponsored, John L. Sinn, executive vice president, said last week.

Additionally, advertisers in 11 other categories spend from $1 million up to $10 million per category for Ziv programs and time, he asserted.

The disclosure was made in explaining a prediction on the types of advertisers which will give the best response to the Ziv company's forthcoming daily half-hour open-end series starring Red Skelton [B•T, Jan. 11]. The advertiser categories he named were: brewers, appliance dealers and manufacturers, food stores, automotive dealers and manufacturers, apparel manufacturers and dealers, soft drink bottlers and distributors, consumer services firms, drug manufacturers, gasoline producers and dealers, household furnishings manufacturers and dealers, jewelry manufacturers and retailers, and insurance companies.

Mr. Sinn said that while other types of advertisers would of course be contacted and sold the *Red Skelton Show,* he expected that these specified categories would provide the greatest sales—either via direct purchases from the Ziv company, or from stations and agencies who buy the series from Ziv.

Mr. Sinn, reporting that an intensive selling campaign has been launched for the Skelton show, said a factor in the decision to produce the program as an across-the-board series was a growing desire among advertisers.

## Michelson Names Two

JOHN R. MARKEY and Leonard Frank, formerly associated with NBC Hollywood and David O. Selznick Productions, have been appointed southwestern sales representatives for Charles Michelson Inc., N. Y., radio-tv transcription company. The firm also announced that the *Phil Rizzuto Sports Caravan* radio transcription series, which was sold in 183 cities last year, will be ready for distribution by the beginning of the baseball season.

**KLZ-TV Denver is the third tv station to receive a UP Facsimile printer. Examining the unit are Weber F. Trout (l), UP western radio news editor, and Sheldon Peterson, director of news and special events for the station.**

## Outlook Fades for FCC Community Tv Inquiry

EXPECTATION that the Commission might take a formal look at community television operations faded Friday when the Missouri group which was due to be the guinea pig told the Commission it was revising its applications.

J. E. Belknap & Assoc., which is seeking FCC approval to establish a microwave relay to feed Memphis, Tenn., tv signals to Kennett (Mo.) Distributing Co., told the Commission it was contemplating a straight common carrier service.

Among changes due to be made in the original application was one deleting contractural arrangements between the Belknap firm and the Kennett community tv system.

Also to be changed was the proposed schedule of charges. In its place a flat monthly rate was to be charged customers.

The new requests will be for the establishment of two relays to bring Memphis tv programs to Kennett community television subscribers. First relay will be at Osceola, Ark., 45 miles from Memphis. Second station will be at Kennett, 45 miles from Osceola.

The Belknap group also plans to feed programs to Poplar Bluff, Mo., if and when a community tv system is established there.

**FIRST BMI Program Clinic in Honolulu was held Jan. 6-7 at the Hotel Halekulani, Hawaii. Among the attendees are (l to r) Murray Arnold, WIP Philadelphia; J. Leonard Reinsch, WSB-AM-FM-TV Atlanta; Ben Laird, WDUZ Green Bay, Wis.; Phil Lasky, KSFO-KPIX (TV) San Francisco, and Harry Spence, KXRO Aberdeen, Wash.**

# SRA'S SPOT RADIO CRUSADE PLANS BIG INCREASE IN 1954 ACTIVITIES

**Joint meeting of Crusade's Station Advisory Board and SRA board decides to increase Crusade selling activities, triple its 1953 budget and establish a scale of dues. SRA President John Blair tells success of 1953 efforts.**

DECISION to increase selling activities of the Crusade for Spot Radio during 1954, to raise a fund roughly three times the Crusade's 1953 budget and to establish a scale of dues based on the one-time daytime one-minute rate of each subscribing station was made at a joint meeting of the new Station Advisory Board of the Crusade for Spot Radio and the board of directors of Station Representatives Assn., held Tuesday in New York.

### Extraordinary Results—Blair

The Crusade, launched last March under SRA auspices and financed by subscriber radio stations now totaling 318, produced immediate and extraordinary results, John Blair, head of his own station representative organization and president of SRA, said in opening the all-day conference. The exceptional volume of spot business which stations enjoyed during the final quarter of 1953, which he described as an all-time high, Mr. Blair attributed directly to the practical work of the Crusade.

The large sales results of advertisers using national spot radio, Mr. Blair said, are both a cause and an effect of a new philosophy which is becoming more and more dominant in the plans of advertisers and their agencies. "This is the philosophy of complete marketing knowledge," he stated. "It embraces plans based on accurate knowledge of market-by-market distribution, opportunities, consumer attitudes, competition, plus the implementation of that complete knowledge by the use of the number of stations, programs, budgets, use of local personalities, etc., market by market."

Mr. Blair said it is the policy of the Crusade to do all its promotion work in cooperation with the sales activities of the representatives, so that practical sales results may ensue. When presentations for spot radio are made to advertisers or advertising agencies, they are tailored to fit the specific needs of their individual accounts, giving the SRA members who also attend these clinic sessions material for direct sales pitches for their stations following the meetings.

In addition to these clinics, the Crusade activities also include solicitations of specific accounts, operating as a service department for advertisers and agencies, issuing bulletins to Crusade subscribers and the preparation and dissemination of publicity on spot radio, Reg Rollinson, general manager of the Crusade, said in his report to the Station Advisory Board.

Plans for expanding the scope of Crusade activities were discussed by the board, which adopted an enthusiastic report on the first year's activities that will shortly be sent to all U. S. radio stations with the goal of increasing the number of Crusade subscribers and so providing finances for these added endeavors on behalf of spot radio. An immediate project is to add personnel to work on accumulating information on spot radio advertising for use in specific presentations, freeing Mr. Rollinson to spend more time outside of New York, where he has concentrated most of his activities in the past year. Chicago, Detroit, St. Louis, and Los Angeles are among cities in which it is hoped the Crusade can make its presentations to advertisers and agencies during 1954.

To do their part in seeing that all funds subscribed to the Crusade are devoted to promoting spot radio, the members of the Station Advisory Board voted to pay their own expenses in traveling from their stations to attend the New York meeting.

### Flanagan Presides

Thomas F. Flanagan, SRA managing director, presided at the day-long session Monday. Eight of the nine Station Advisory Board members attended the meeting: Harry Burke, KFAB Omaha; Robert B. Jones Jr., WFBR Baltimore; Richard H. Mason, WPTF Raleigh; William McGrath, WHDH Boston; Philip Merryman, WICC Bridgeport; Charles F. Phillips, WFBL Syracuse; Odin S. Ramsland, KDAL Duluth; Ben Strouse, WWDC Washington. The ninth member of the board, Leslie L. Kennon, KWTO Springfield, Mo., was unavoidably absent.

SRA representation at the meeting, in addition to Mr. Blair, included: Adam Young, Adam J. Young Jr. Inc.; Robert Meeker and Louis Moore, Robert Meeker Assoc.; Russel Woodward, Free & Peters; Arthur McCoy, Avery-Knodel; Russ Walker, John E. Pearson Co.; Wells Barnett, John Blair & Co.

**MEMBERS of the Station Advisory Board of the Crusade for Spot Radio and officers and directors of Station Representatives Assn. who met last week at the Hotel Biltmore, New York, were (l to r): seated, Reg Rollinson, SRA director of advertiser relations; Harry Burke, KFAB Omaha, Neb.; Philip Merryman, WICC Bridgeport, Conn.; Ben Strouse, WWDC Washington; T. F. Flanagan, SRA managing director; Charles F. Phillips, WFBL Syracuse, N. Y.; William R. McGrath, WHDH Boston; standing, Louis Moore, Robert Meeker Assocs.; Russell Woodward, Free & Peters; Russell Walker, John E. Pearson Co.; Richard H. Mason, WPTF Raleigh, N. C.; Robert B. Jones Jr., WFBR Baltimore; Odin S. Ramsland, KDAL Duluth, Minn.; John Blair, John Blair & Co.; Robert Meeker, Robert Meeker Assocs.; Art McCoy, Avery-Knodel, and Wells Barnett, John Blair & Co.**

## Ike's Likes

AN ENTERTAINMENT program geared to President Eisenhower's favorite performers and types will be put together by CBS' task network for the annual dinner of the Radio & Television Correspondents Assn. The dinner will be held Saturday, Feb. 6, at the Statler Hotel, Washington. Bill Henry is chairman of the dinner committee.

The President did not attend last year's dinner, held shortly after the inauguration, but some weeks ago accepted an invitation to the 1954 affair.

Tentatively billed for the program is Jane Froman, singer, whom the President admires for her talent as well as her courage in the long recovery from serious injuries suffered in a plane accident. While CBS is putting the program together, the talent will be drawn from all networks.

# Local Retailers Target In BAB Community Push

A FAST-BREAKING OFFENSIVE in BAB's campaign to turn the "big retailer" into a bigger radio user—through joint efforts of all the radio stations of the community — will be launched this week and next in six cities, with the timetable for the future calling for similar campaigns to be made in a total of 40 markets by summer.

Under the plan, BAB member stations in a community pick out three top local advertisers and arrange for presentations by BAB on the power of radio as a selling force. Executives of all the stations sit in on these meetings, while BAB executives make the presentation on behalf of all of them by pointing out radio's effectiveness as an advertising medium.

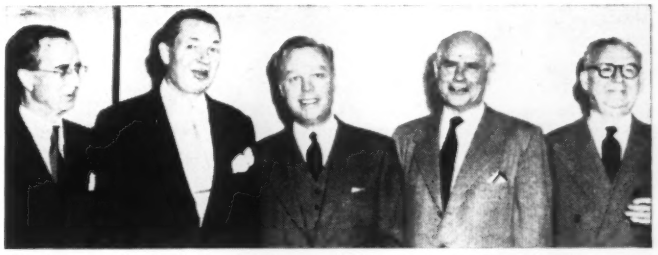
Sessions of this type are scheduled in five cities this week and next, with newly elected BAB President Kevin Sweeney handling the presentation in each case. The cities: San Francisco, Seattle, Portland (Ore.), Salt Lake City, and Denver. Also, Mr. Sweeney will visit Baltimore on Wednesday for a similar session, the difference being that instead of appearing with the stations before advertisers individually he will address principal Baltimore retailers assembled as a group.

The "sales committee" technique, in which local stations band together to sell radio overall rather than their station individually, has been employed not only by BAB but also, in a few markets, by stations acting on their own. Tulsa stations pioneered the plan and proved it successful by selling the city's largest department store a substantial radio schedule.

Sales committee presentations already have been made in Cleveland, Charlotte, Augusta, (Ga.), San Diego, Los Angeles and Sacramento, Similar sessions in Chicago and Kansas City are set for mid-February, and plans are being made for one in New York. In all, Mr. Sweeney reported, it is hoped that at least 40 markets will have been covered by next summer.

"Instead of expending their energies selling against one another," Mr. Sweeney said, "Major market stations have agreed with us that it will be more productive to pool their efforts to sell the radio medium to those advertisers we have never really convinced.

"Once the stations have convinced these advertisers that radio can and will work for them, they can go back to competing for the business."



**BROADCAST LEADERS took part in Advertising Council's Washington conference last Wednesday. Left photo (l to r): J. P. Lewis, Owens-Illinois Glass Co.; Frank White, ex-NBC, now McCann-Erickson Intl.; Paul B. West, Assn. of National Advertisers; Theodore S. Repplier, Advertising Council President, and Philip L. Graham, WTOP-AM-TV, *Washington Post*, chairman of council. Right photo: Elon G. Borton, Advertising Federation of America; Theodore C. Streibert, U. S. Information Agency; Chris J. Witting, Westinghouse Broadcasting Co.; Robert Hinckley, ABC, and Joseph Katz, Joseph Katz Co. Their job is to map a campaign to sell America to Americans.**

# RADIO-TV TO JOIN AD COUNCIL IN MOVE TO FIGHT AGAINST FEARS OF DEPRESSION

## Council is nearly unanimous in endorsing a campaign to 'sell America to Americans' at a Washington conference last week attended by President Eisenhower. ANA-AAAA Joint Committee Chairman William McKeehan Jr. outlines some economic 'positive factors.'

RADIO and television will join other advertising media and advertisers in an affirmative campaign to sell America to Americans, to be conducted under auspices of the Advertising Council.

The campaign was endorsed by a nearly unanimous showing of hands at the council's 10th Washington conference, held Monday-Tuesday with President Eisenhower and other top officials as speakers. It is designed to combat whispering campaigns about imminent recession or depression.

Final decision on the campaign will be made in a few weeks by the Council's Board and Public Policy Committee, now headed by Paul G. Hoffman, Studebaker Corp. president.

### Land of Great Promise

Philip L. Graham, *Washington Post* (WTOP-AM-TV) publisher and chairman of the council's board, told the conferees the drive will tell the public that America is a nation of great promise. The idea was developed by the Joint Committee of Assn. of National Advertisers and the American Assn. of Advertising Agencies, which felt advertisers and media should undertake to show that America faces another "big change" for the better.

Among speakers at the Washington session were Vice President Richard M. Nixon, who reviewed his recent globe-circling tour; John Foster Dulles, Secretary of State; Roger M. Kyes, Deputy Secretary of Defense; Adm. Arthur Radford, chairman, Joint Chiefs of Staff; George M. Humphrey, Secretary of the Treasury, and a group of Presidential aides.

Report on the Better Schools drive was given the council at a Monday business meeting by Felix W. Coste, Coca-Cola Co., coordinator; Roy E. Larson, Time Inc., and William R. Baker Jr., Benton & Bowles, task agency.

The council contributes millions of dollars' in advertising annually to public service campaigns, cooperating with all branches of advertising.

Contending economic facts point to an opportunity to sustain and heighten America's national prosperity despite gloomy forebodings in some quarters that an economic letup is due, William C. McKeehan Jr., chairman of the ANA-AAAA joint group, said the whispering campaigns "defy both faith and reason."

The negative factors in the economic picture "have received a better press and have been more highly publicized than the positive factors," he said. He listed some of the positive factors, backed by statistics, as the basis for the proposed campaign:

**Population: Nearly 11,000 babies born every day. Every month we add to our population more than the equivalent of Omaha, or a Norfolk or a Toledo.**

**Families: A larger proportion of our adult population is married than ever before. People are getting married younger and raising bigger families. Last year births of second children were 91% greater than in 1940; births of third children 86% greater; fourth children 61% greater; and fifth children more than 15% greater.**

**Employment and Wages: Non-agricultural employment, as of last September, was 20 million higher than the 1939 average. And the discretionary spending power of the mass of population is five times as great as in 1940. Even discounting for inflation, this will buy more than twice as much.**

**Farms: Although six million people have shifted from farms since 1940, improved mechanization enables today's farmer to produce 52% more per man-hour.**

**Education: Compared with 1940, there are 80% more high school graduates in our adult population. There are 55% more young men and women enrolled in colleges now.**

**In addition, the study cites increased savings which now run farther ahead of spending, proportionately, than in 1940; technological progress in industry, better eating habits, more time for leisure, travel and cultural pursuits and a great renewal of spiritual interest.**

In listing elements in the nation's expansion, Mr. McKeehan pointed to the importance of television's growth, with 27 million homes equipped at the end of 1953, plus "almost all homes" having radios.

To meet the obvious needs of the nation will require over $500 billion worth of goods and services, he said, including $40 billion for schools and hospitals, $60 billion for highways, $100 billion for housing and $300 billion for industrial equipment and construction.

**TWO TRIOS at Advertising Council conference head table. Top photo (l to r): Paul G. Hoffman, Studebaker Corp.; Roger M. Kyes, Deputy Secretary of Defense, and Mrs. Oveta Culp Hobby, Secretary of Health, Education & Welfare. Bottom: Sherman Adams, Assistant to the President; C. E. Wilson, chairman of the Council's advisory committee, and Walter Williams, Undersecretary of Commerce.**

# ELLIOTT PRAISES COLOR TO NRDGA

COLOR television can display soft goods as dramatically and effectively as they are shown on the sales floor of a store, J. B. Elliott, executive vice president in charge of the Consumer Products Division of RCA, told delegates to the 43rd annual convention of the National Retail Dry Goods Assn. in New York last week.

Mr. Elliott made this assertion in a talk on "Promoting Through Color Tv" at a sales promotion division session on Wednesday. He prefaced his contention with an admission that black-and-white tv "has not helped soft goods and furniture as much as it has some other types of merchandise," but pointed out that color-appeal goods, such as rugs, draperies, clothes, wallpaper, furniture and fabric can acquire enhanced saleability through color tv.

Mr. Elliott prophesied a continuing growth in color tv that would result in more than 10 million tv receivers in American homes by the end of 1958. He said that the tv manufacturing industry could be expected to produce about 100,000 color sets this year, with production and distribution expected to be increased sharply thereafter.

Color tv, Mr. Elliott maintained, will function with, not in opposition to, black-and-white tv. He said color tv is an additional service, pointing out that the various broadcasting media—am and fm radio, black-and-white and color tv—fulfill different needs.

Among the points cited by Mr. Elliott as contributing to a successful merchandising campaign were the limiting of tv lines to two or three, or at most, four; conducting of home demonstration campaigns; placing of sales emphasis on quality, performance and enter-

tainment rather than price alone, and giving of the best service possible to gain satisfied customers.

In contrast with Mr. Elliott, Bernice Fitz-Gibbon, advertising director of Gimbel's, New York, defended the newspaper as "the only constant medium that will bring daily traffic to a store," and at the same time sharply criticized television as a medium of retail advertisement. Miss Fitz-Gibbon added:

**How very different a climate is this from the one in which the ads or commercials on television find themselves. There the commercials are an intrusion, an outrageous interruption in the entertainment, which is the primary business of tv. The commercial is the grim penalty one pays to hear Lucy or Fred Waring. Imagine how distressing it would be to have your "New York Times" snatched away by, say, Gulden's Mustard, who would say, "Now you can't read Meyer Berger or Arthur Krock unless you listen to a mustard commercial for three minutes." Suppose you had just settled down with a Walter Kerr dramatic review when a shrill "Better buy Bird's Eye" would beat in your ear drum? Tell me, would that be a good climate in which to send out your selling message?**

The obvious weakness of tv commercials, Miss Fitz-Gibbon continued, is proved by "the fact that the sponsor feels it's necessary to force the star performer in his show to go into rhapsodical eulogies over the product." She asked if anyone could imagine Anne O'Hare McCormick "jumping in and writing the ads on Gimbel's white sale."

**Mr. Freiman**

At the opening session of the NRDGA convention on Monday, Frank Freiman, president of the Magnavox Co., Fort Wayne, received a silver plaque award for "his continued efforts in the interest of good retail manufacturer relations which have won for him the admiration and good will of the nation's retailers."

# NARTB BOARDS SET FOR PHOENIX MEET

NARTB Radio and Television boards will meet Thursday through Saturday at Camelback Inn, Phoenix, Ariz., to set policies for the year and go over association finances and operations [B•T, Jan. 4].

Preliminary meeting was held Friday by the Convention Committee, headed by Kenyon R. Brown, KWFT Wichita Falls, Tex. The committee is working out plans for the May 23-27 convention at the Palmer House, Chicago.

In Arizona for the meetings from NARTB headquarters are Harold E. Fellows, president; Judge Justin Miller, chairman of the board; Robert K. Richards, administrative vice president; C. E. Arney Jr., secretary-treasurer; Ed Bronson, Tv Code administrator; Thad Brown. tv vice president-counsel. George J. Higgins, KMBC Kansas City, is attending as chairman of the NARTB Sports Committee and John E. Fetzer, WKZO-TV Kalamazoo, Mich., as chairman of the NARTB Television Code Review Board.

Industry interest will be directed to whatever action the Tv Board takes on the television circulation measurement project, instigated in December 1952 and under development last spring.

A proposal to undertake a pilot study during the spring will be submitted to the video directors for action.

# TV IS DEVELOPING LOCAL APPROACH, KTTV'S MOORE TELLS AAW DELEGATES

## Varying program tastes from city to city will affect the network, the station, the talent, the advertiser and the agency, Richard Moore, KTTV (TV) Hollywood vice president-general manager, tells Advertising Assn. of the West.

TELEVISION eventually will develop into a basically local medium, Richard A. Moore, KTTV (TV) Hollywood vice president-general manager, told a three-day mid-winter conference of the Advertising Assn. of the West as guest speaker at a Jan. 9 luncheon at Tucson's El Conquistador Hotel.

"The trend of tv toward the local approach will affect fundamentally the network, the station, the talent, and, most directly, the advertiser and advertising agency," he said, adding that "all business is local and every community is different in a thousand different ways in tastes and buying habits.

"A leading audience participation show gets a 19 rating in Washington, D. C., and a 31 in Baltimore, playing to these neighboring cities at the same time," he stated. "A top comedy show gets almost double the audience of each of the four principal West Coast cities as compared to four principal East Coast cities.

"Take the two cities which are most comparable in size and where the audiences have the widest choice in programming, Los Angeles and New York, with seven stations each," he continued. "A well-known dramatic program has a 17 rating in New York and an 8 in Los Angeles. A children's variety show has a 14 in New York and an 8 in Los Angeles. A top mystery has a 41 against an 11. A variety show gets an 11 in New York but a 24 in Los Angeles. One of the newer situation comedies gets a 14 in New York and a 26 in Los Angeles."

### Extraordinary Impact

Advertisers and their agencies, as well as broadcasters are recognizing the extraordinary impact which tv can offer on a local basis, Mr. Moore stated.

"Chevrolet, for instance, is sponsoring Jack Webb in *Badge 714* and William Bendix in *Life of Riley* on a local station (KTTV, via syndication), in a time period particularly suited to getting large audiences in Los Angeles."

Other examples of the trend toward the local approach Mr. Moore gave was the national or regional advertiser who buys his own program produced on film, and in effect establishes his own network—"a network in the sense that the advertising agency clears the time on the stations and in markets wanted, for 52 weeks or for the seasonal period best suited for its needs."

The list of these "advertiser" networks is growing, he said, and already includes the Kellogg Co., Canada Dry, Coca-Cola, P. Lorillard, Pacific Coast Borax, Olympia Beer, Gallo Wine, and Standard Oil Co. of California.

"The program producers, as well as top names in program talent, likewise provide an interesting forecast of the shape of things to come in television," Mr. Moore said.

Gov. Howard Pyle of Arizona, a former broadcaster and a speaker at the conference, discussed "Responsibility in Advertising." Robert R. Gros, AAW president, presided over sessions which began Jan. 8.

**JOHN CORY (l), Free & Peters vice president, receives gavel as president of the newly-formed Broadcast Executives Club of Chicago, from Howard B. Meyers, president of Chicago Radio Management Club, which was succeeded by BEC.**

## Broadcast Executives Form Chicago Club

FORMATION of the Broadcast Executives Club of Chicago, with John Cory of Free & Peters as president, was announced at an organizational meeting in that city last fortnight [CLOSED CIRCUIT, Jan. 11].

The club will emphasize the buying and selling of radio and television as advertising vehicles in comparison with other media.

The new club was formed by key personnel of the dormant Chicago Radio Management Club, including Howard B. Meyers of Venard Inc., after a proposal for merging with the Chicago Television Council fell through last fall.

Also elected to office were Art Harre, WENR, first vice president; Gale Blocki, BAB, second vice president; Gwen Dargle, Foote, Cone & Belding, secretary, and Ruth Babick, Earle Ludgin & Co., treasurer.

Next meeting of the club will be held Feb. 6. Researcher Alfred Politz will speak. A specialist on color tv will address the March session.

The membership committee is headed by Kay Kennelly, timebuyer at Olian & Bronner, Chicago. The new organization hopes to build up membership among buyers, sellers and research executives connected with broadcast media.

## Film Hours Exceed Live, NARTB Manual Reports

AVERAGE hours of film programming exceed average live hours at tv stations, according to a tv film manual published by NARTB. It covers hours and costs, case histories and station comments, with stations divided into income groups under $50,000 and over $1 million annually.

The under-$50,000 group averaged 10.37 hours of live and 26.54 of film programming per week, with the above-$1 million group

# Buy WHO

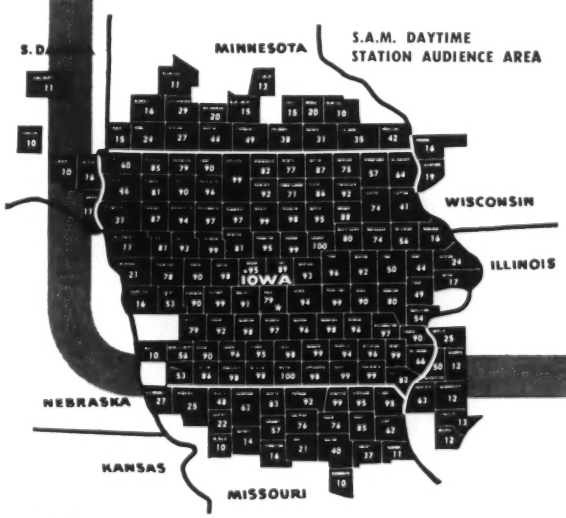
## and Get Iowa's Metropolitan Areas..

## *Plus* the Remainder of Iowa!

### TAKE HOME FURNISHINGS SALES, FOR INSTANCE!

| | | |
|---|---|---|
| 6.7% | CEDAR RAPIDS | |
| 9.6% | TRI-CITIES | |
| 12.7% | DES MOINES | |
| 2.4% | DUBUQUE | |
| 3.7% | SIOUX CITY | |
| 6.3% | WATERLOO | |
| 60.7% | REMAINDER OF STATE | |

Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.




**THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:**
**(Which You MISS Unless You Cover the Entire State)**

| | |
|---|---|
| 65.4% | Food Stores |
| 61.6% | Eating and Drinking Places |
| 44.8% | General Merchandise Stores |
| 55.6% | Apparel Stores |
| 60.7% | Home Furnishings Stores |
| 65.1% | Automotive Dealers |
| 73.2% | Filling Stations |
| 79.6% | Building Material Groups |
| 60.4% | Drugstores |

Source: 1952-'53 Consumer Markets

FREE & PETERS, INC., National Representatives

**BUY ALL of IOWA—**
***Plus* "Iowa Plus"—with**

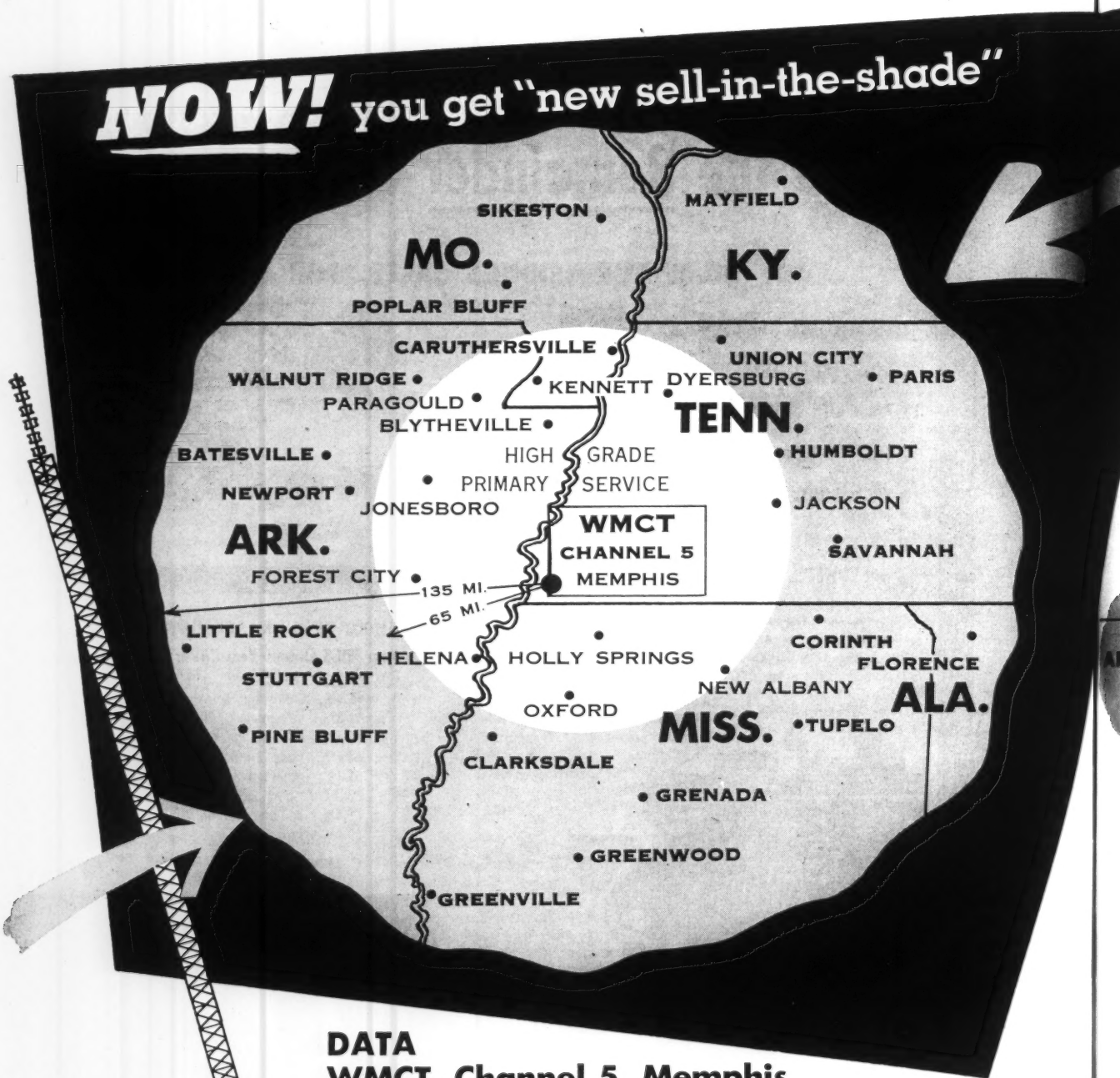
# WHO

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

# WMCT's new 1088 ft. tower
## and 100,000 watts maximum power




### DATA
### WMCT, Channel 5, Memphis

- Now operating on full maximum power of 100,000 watts.
- One of America's tallest Television Towers
- 1335 feet above sea level
- 1013 feet above average terrain
- 1088 feet above ground

**Memphis' and the Mid-South's tallest TV tower**

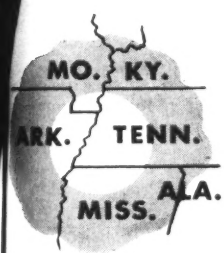
# now delivers the...

- highest grade signal service
- clearest picture in this [illegible] from Memphis, Tennessee

**With the operation of WMCT's new tower,** on preferred "low-band" Channel 5, a vast new area in the Mid-South will be afforded clearer pictures and improved signal reception.

**The previous "fringe" area** has been pushed back from a 65 mile mark out to a general radius of approximately 135 miles.

**This represents a 100% or more increase** in coverage for WMCT—and means more people will see and hear your selling story better, with the highest quality reception from Memphis provided by any other Mid-South station.




## SHADED AREA IN TERMS OF PEOPLE AND BUYING POWER

The figures to the right reflect only the shaded area as shown in the map on the page to the left. They do not include population, retail sales, or effective buying power of urban Memphis and the territory within 65 miles of Memphis, all of which are **of course** covered with high grade primary service by WMCT.

**Population.....1,834,700**

**Retail sales.....$1,460,688,000**

**Effective buying power.....$1,291,398,000**

# WMCT

**Memphis' first TV Station**

**MEMPHIS Channel 5**

**NBC-TV-BASIC**

**WMC WMCF WMCT**

## Now 100,000 Watts

Also affiliated with ABC and DUMONT

Owned and operated by The Commercial Appeal

National Representatives The Branham Co.

averaging 32.50 hours of live and 42.20 of film programming. A cost study showed average live costs per hour of about $85 compared to $126 for film. Maximum yearly estimated cost of programming film and operating film facilities ranged from $150,000 in the under-$50,000 group to $716,000 for stations over $1 million.

An industrywide tv survey by B•T shows non-network film programs are occupying a slightly higher share of the program time of interconnected network tv stations [B•T, Jan. 11]. This study covers program originations by interconnected network affiliates, non-interconnected network affiliates and non-network stations.

## Truman Tells RTES Of His 'High Regard'

**Former President says that goes for the broadcasters as well as their media. Lauds media for aid to communication between individuals, and tv for educational promise.**

HIGH praise for the broadcast media in their important role of aiding communication between individuals, on which he said our civilization is based, was voiced Monday by Harry S. Truman in an informal talk at a luncheon meeting of Radio & Television Executives Society at New York's Roosevelt Hotel.

The former President said he had "high regard" for the broadcast media and for the broadcasters who, he said, had treated him kindly in his numerous appearances before microphone and camera, both as President and as a private citizen.

Admitting that he enjoyed "viewing television" as well as "being on it once in a while," he told the 600 RTES members and guests in his audience that whenever his daughter Margaret, "my partner, here," is on tv they can count on at least two viewers in Independence, Mo.

### Tv—Great Asset

In a more serious vein, Mr. Truman said that "television in the long run can be the greatest educational asset that this country or the world has ever had.

"Communication between individuals is the fundamental basis of civilization as we know it," the former President said. "Television gives us an unusual opportunity. The actual person is before you; you can read his face, study his features."

There is a danger that tv may be used for "pure propaganda" purposes, Mr. Truman warned. He urged broadcasters not to let this happen. "I hope television and radio broadcasting will never become a mudslinging medium," he said, adding, "and I don't think it will."

Answering audience queries, Mr. Truman said the question of telecasting White House press conferences should be left up to the President. On the advisability of tv coverage of Congress, Mr. Truman smilingly counter-asked whether "any of you ever sat in the gallery and watched Congress work." After loud laughter that greeted that remark, he commented, "I think you've answered yourself."

H. V. Kaltenborn, only commentator ever publicly to be imitated by a President, presented to Mr. Truman, only President ever publicly to imitate a commentator, the microphone which Mr. Kaltenborn had used on election night, 1948, when, as he put it, "President Truman was sleeping the sound sleep of one who knows he's done his best and is willing to leave the decision up to the public, while I was awake, or thought I was." In the early morning hours Mr. Kaltenborn had said that while Mr. Truman was then ahead, when the rural districts were heard from Mr. Dewey would be elected. That remark was subsequently quoted by President Truman in Mr. Kaltenborn's distinctive clipped syllables.

In accepting the gift, Mr. Truman again mimicked Mr. Kaltenborn in stating that the microphone would always be treasured among the other mementos in Mr. Truman's library.

George Shupert, ABC vice president and RTES president, presided at the luncheon meeting.

First few minutes of the former President's remarks were covered by several tv film crews, including those of CBS and NBC, the cameramen cutting off on cue to permit Mr. Truman to speak informally. Cameras covered Mr. Kaltenborn's presentation of the microphone.

**A SLIP in the Night is commemorated as H. V. Kaltenborn, dean of broadcast commentators, presents to former President Harry S. Truman the microphone through which Mr. Kaltenborn broadcast the 1948 election night opinion, subsequently proved erroneous, that Mr. Dewey would be elected when the count was all in. Mr. Truman's mimicry of that Kaltenborn broadcast made history as the first public imitation of a commentator by a President.**

## SCRTBA Meets Jan. 28-30

SOUTH CAROLINA Radio & Television Broadcasters Assn. will hold its annual convention Jan. 28-30 at the Clemson House, Clemson, S. C. Featured speakers will include Fred Palmer, management consultant; Ralph Hardy, NARTB; John Fulton, WQXI Atlanta, and Frank Jarman, WDNC Durham, N. C. Gaines Kelley, WFMY-TV Greensboro, N. C., will moderate a tv panel talk.

## Network Radio Mature, Karol Tells AMA Group

**More and more advertisers are discovering network radio, CBS Radio's John Karol tells marketing group, citing new fields of listenership.**

CONFIDENCE that "network radio has come of age" and that "more and more makers of more and more products are realizing it" was expressed by John Karol, vice president in charge of sales for CBS Radio, in an address before the Philadelphia chapter of the American Marketing Assn. last Thursday.

He conceded that "it is true that not all media are good for all advertisers," but maintained that "there is enough variety of advertisers to support all media."

No medium "has been researched so intensely for so long as network radio," and radio has consistently under-estimated itself, especially in listener-counting, he asserted.

With the advent of television, Mr. Karol continued, "when radio listening in the living rooms of America started to drop off sharply, it seemed that all radio listening was dropping off. Then we began discovering that people were moving their sets to other rooms and listening there. We found that tv set owners had more [radio] sets in more locations than radio-only families. And gradually adjustments are being made in measuring that will include listening in more rooms of the home."

Noting that 13.5 million radios were produced last year; some 115 million produced in the last eight years, he said, "there are over 27 million automobiles with radio sets and there are millions and millions of portables. . . . During some hours of the week, this out-of-home listening adds as much as 30% to the in-home audience.

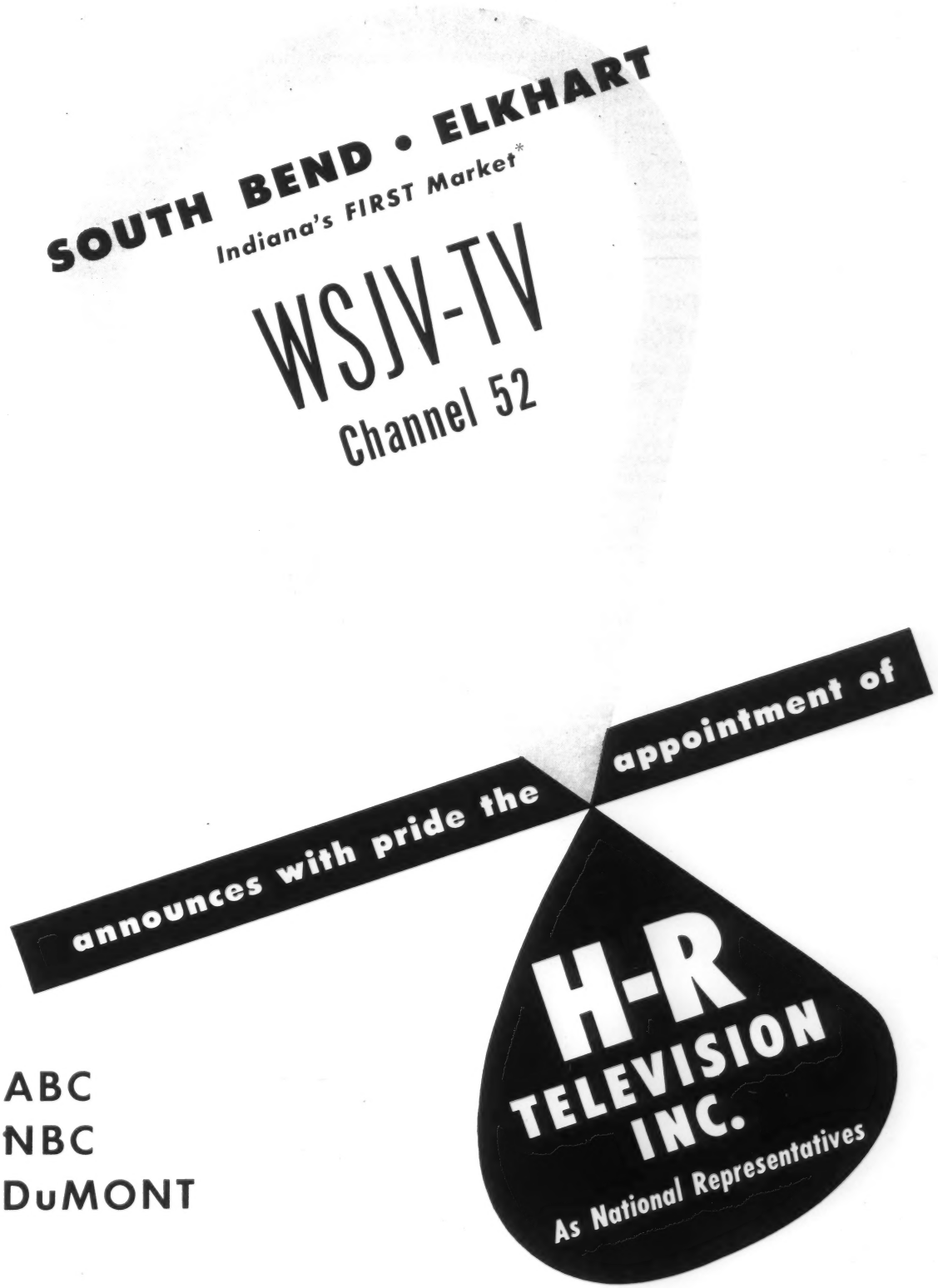
"However, even in our consistent system of under-estimating, we find that 36 million homes listen to nighttime radio in the course of a week and that these homes listen an average of 9 hours and 20 minutes. We find that 40 million homes listen to daytime radio . . . an average of 15 hours and 46 minutes" per week.

## No Signs of Recession In Advertising—West

THERE are no signs of any recession in advertising, which this year probably will run about 10% above the 1953 volume, but there are many indications that advertisers are going to exert pressure to get bigger returns from their advertising expenditures, Paul West, president, Assn. of National Advertisers, said Thursday.

Contacts lately with the nation's leading advertisers, Mr. West said, have confirmed the findings of the ANA fall survey of advertising plans, which indicated a general increase in advertising appropriations for 1954. With an expanded job of promoting new products and new markets and with increased costs, advertising expenditures can hardly help but go up, Mr. West said.

Asked about the effects of the end of the excess profits tax, Mr. West and other ANA officials said that these have been greatly exaggerated. At recent informal meetings, where small groups of advertisers get together to discuss mutual problems under the ANA aegis, excess profits taxes have not been mentioned unless ANA raised the point and then the consensus was that very little advertising was dependent on the tax situation.




WSJV-TV. ELKHART, INDIANA. JOHN F. DILLE, JR., PRESIDENT AND GENERAL MANAGER
JOHN J. KEENAN, COMMERCIAL MANAGER

*In Retail Sales

## Advertising's 'Week'

ADVERTISING Recognition Week, an Advertising Assn. of the West project conducted throughout 11 western states and western Canada for the past five years, will be observed nationally Feb. 14-20 inclusive, with the theme "Advertising Benefits Everyone—Advertising Benefits You." The U. S. Dept. of Commerce is listing it as one of the official "weeks" on the department's calendar of national promotional events.

## Color Tv Main Topic At NARDA Convention

COLOR television captured the fancy of the nation's radio-tv dealers in Chicago last week as broadcasters outlined their respective network colorcasting plans for the new year.

An industry panel climaxed the annual three-day convention of the National Appliance & Radio-Tv Dealers Assn. at Chicago's Conrad Hilton Hotel Jan. 10-12. James D. Secrest, executive vice president of Radio-Electronics-Television Mfrs. Assn., presided over the session.

Dealers were armed with questions. Typical were these: How much color programming will be necessary to induce the public to buy color sets? Will it cost broadcasters a great deal to transmit color signals? Are tv stations ready to receive color transmissions?

Before industry spokesmen answered these questions and outlined network plans, Mr. Secrest read a message from Dr. W. R. G. Baker, vice president, General Electric Co., and chairman of the National Television System Committee, which drew up compatible color standards approved by the FCC.

Dr. Baker described the work of the all-industry committee and referred to the "development of a successful compatible system of color television that protected the $7 billion investment by the American public in monochrome television receivers."

Broadcasters serving on the panel were Richard Lewine, CBS executive color producer; John Bachem, general manager, DuMont Tv Network; Barry Wood, NBC executive producer; and Frank Marx, ABC vice president in charge of engineering.

Mort Farr, Philadelphia retailer and NARDA past president, told members that "color television, challenging and intriguing as it is, will, in 1955, be . . . an opportunity for the dealer who begins now to equip himself to handle it in a fully responsible way."

Vergal Bourland, Bourland Home Appliances, Fort Worth, was elected president of NARDA, succeeding Wallace Johnson, Wallace Johnson Appliances, Memphis. Mr. Bourland is president of North Texas Appliance Dealers Assn.

## Six Elected to ANA

ELECTION of six additional companies to membership in the Assn. of National Advertisers was announced last week by the ANA board.

They are (with executives designated as principal contacts with ANA shown in parentheses): Bulova Watch Co. (Harry B. Henshel, assistant to the president); CBS-Columbia Inc. (Gerald Light, director of advertising and sales promotion); Dole Sales Co. (Kenneth F. Boucher, advertising manager); Kearney & Trecker Corp. (A. J. John, director of advertising and public relations); Perfection Stove Co. (J. M. Purdum, advertising manager), and Serutan Co. (Walter Craig, vice president and advertising director).



# S. C. JOHNSON TOP MBS CLIENT IN 1953

### Network also reports that Needham, Louis & Brorby did the most Mutual billing last year.

S. C. JOHNSON & Son was the leading client of MBS in 1953, spending $2,113,165 for time on this radio network, and Needham, Louis & Brorby was the top agency in point of Mutual billings, spending $3,013,307 for time on Mutual for programs of Derby Foods and State Farm Mutual Automobile Insurance Co. in addition to Johnson, the network reported last week.

A total of 78 advertisers, whose business was placed through 55 advertising agencies, accounted for gross purchases of $23,158,000 worth of MBS time during 1953, according to the MBS research department, which estimated December's billings. Total topped the 1952 gross of $21,004,976 by about 10% and made 1953 second highest year in the network's 20-year history.

Second to S. C. Johnson & Son in the MBS advertiser list for 1953 was Sterling Drug, with billings of $1,371,502. P. Lorillard Co. ranked third, with $1,352,277. Miles Labs, AFL and Quaker Oats also spent more than $1 million each for Mutual network time.

Agency leaders after Needham, Louis & Brorby, included Dancer-Fitzgerald-Sample, second with time billings of $2,187,346 (for Falstaff Brewing Corp., General Mills and Sterling Drug); J. Walter Thompson Co., third, with $1,768,573 (for Credit Union National Assn., Johns-Manville Corp. and Libby, McNeill & Libby), with BBDO, Lennen & Newell, Geoffrey Wade Adv., Furman, Feiner & Co., and Sherman & Marquette also in the million-dollar bracket.

## Soft Drink Spot Tv Use Reported by Petry

### Children are primary targets, analysis shows, with the kiddie shows also having strong appeal to adults.

A STUDY of spot television advertising placed by 161 soft drink manufacturers and bottlers, showing they used 67 different markets in the latter part of 1953 and indicating that they consider children as their primary selling target, has been prepared by the Television Division of Edward Petry & Co., station representation firm.

The study covers all soft drink advertisers listed in *Rorabaugh Reports* as having used spot television during July, August and September 1953. It is being given wide distribution by the Petry company among national spot tv advertisers in this product classification and among their agencies.

Forty per cent, or 65 of the 161 advertisers reported, were found to have sponsored children's programs or westerns. By comparison, only 14, or about 9%, sponsored programs of all other types combined (variety, drama, sports, etc.).

Sixty per cent, or 97 of 161 advertisers, used commercial announcements or participations. The report continued:

**Information on the exact percentage of these which were placed adjacent to or within kids' programs or westerns is not available. But in most cases where commercial announcements or participations were used in conjunction with program sponsorship, the programs were beamed to the kids' audience—underscoring the marked advertiser preference for contact with the kind of audiences these programs attract.**

The Petry report said its findings support other recent research showing that "children have tremendous influence on purchases of many products, especially foods and beverages." For instance, it was noted, Advertest Research has found among mothers a high sponsor identification for programs their children watch. Additionally, Advertest Research reported that seven out of every ten mothers said their children had asked them to buy at least one of the products advertised, and nine out of ten of these mothers did buy at least one.

The Petry study also emphasized that "many programs designed for children actually provide family audiences," and quoted National Videodex as saying that although the early evening time around 6 p.m. is regarded as "the children's hour," adults outnumber children by two to one in the tv audiences in this period.

## 'Lucy,' 'Dragnet' Head Latest Nielsen Report

TOP evening network tv once-a-week shows for the two weeks ending Dec. 12, both in number of homes reached and percentage of homes reached on a program station basis, were in 1-2-3-4-5 order, *I Love Lucy, Dragnet, Buick-Berle Show, You Bet Your Life* and *Jackie Gleason Show*, according to the A. C. Nielsen Co. Complete top 10 listing:

Nielsen Rating*

NUMBER OF TV HOMES REACHED

| RANK | PROGRAM | HOMES (000) |
|---|---|---|
| 1 | I Love Lucy (CBS) | 15,493 |
| 2 | Dragnet (NBC) | 14,444 |
| 3 | Buick-Berle Show (NBC) | 12,309 |
| 4 | You Bet Your Life (NBC) | 12,238 |
| 5 | Jackie Gleason Show (CBS) | 11,532 |
| 6 | Toast of the Town (CBS) | 11,526 |
| 7 | Arthur Godfrey (Liggett & Myers) (CBS) | 10,903 |
| 8 | Arthur Godfrey (Pillsbury) (CBS) | 10,748 |
| 9 | Fireside Theatre (NBC) | 10,651 |
| 10 | Arthur Godfrey (Toni) (CBS) | 10,598 |

PER CENT OF TV HOMES REACHED PROGRAM STATION BASIS

| RANK | PROGRAM | HOMES % |
|---|---|---|
| 1 | I Love Lucy (CBS) | 61.7 |
| 2 | Dragnet (NBC) | 57.0 |
| 3 | Buick-Berle Show (NBC) | 50.2 |
| 4 | Jackie Gleason Show (CBS) | 49.2 |
| 5 | You Bet Your Life (NBC) | 48.2 |
| 6 | Toast of the Town (CBS) | 46.7 |
| 7 | Arthur Godfrey's Scouts (CBS) | 45.2 |
| 8 | Ford Theatre (NBC) | 43.6 |
| 9 | Arthur Godfrey (Liggett & Myers) (CBS) | 43.3 |
| 10 | This Is Your Life (NBC) | 42.9 |

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1954 by A. C. Nielsen Co.

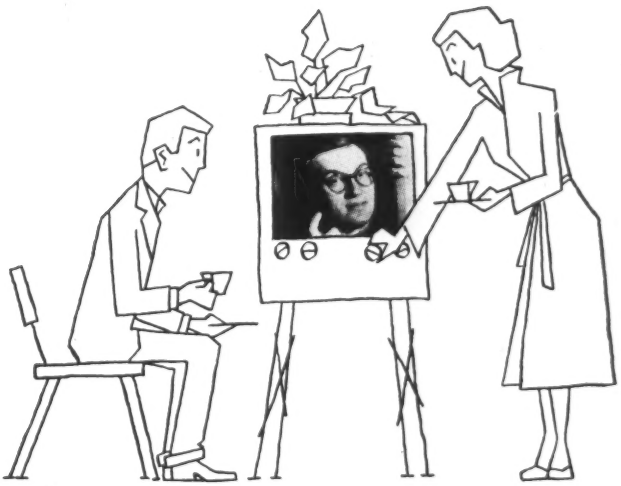
## Direct Mail Ad Volume Up

ESTIMATED dollar volume of direct mail advertising in the U. S. for the first 11 months of 1953 was $1,138,629,220, representing a gain of 5.5% over the corresponding period of 1952, according to figures released by the Direct Mail Advertising Assn. DMAA estimated total dollar volume for 1953 will exceed the record $1,171,088,984 figure in 1952 by approximately 5%.

## ARB Compiles New Uhf Study

LATEST American Research Bureau study on uhf conversions is due to be sent to subscribers next week (Jan. 25), James W. Seiler, ARB director, announced last week. Study of 1,000 tv set owners in each of 74 uhf-vhf markets was completed last Thursday and results were being correlated by ARB staff for publication.

the picture people prefer



put your brand in the picture with **morning tv.**

**woai-tv** goes on the air at 7 a.m., and there

are a lot of early-rising, wide-awake

texans who are watching all through the morning.

give your sales a head start in

san antonio. get there first with **woai-tv,**

nbc affiliate. represented by edward petry & co., **inc.**

## Cathode Tube Sales Down

SALES of receiving and cathode ray tubes fell seasonally in November, according to Radio-Electronics-Tv Mfrs. Assn., but 11-month sales in 1953 were above the 1952 period. The 11-month receiving tube sales totaled 413,687,529 units compared to 324,512,611 the year before. Cathode tube sales for 11 months totaled 9,194,851 against 5,937,647 in the comparable 1952 period.

## ARB Sets Expansion Into 60 New Markets

AMERICAN Research Bureau by March will be issuing its city television audience studies in an expanded list of 60 markets, James W. Seiler, director, said last week in Washington. ARB began service in 35 cities last August.

All ARB city coverage studies are using the same reporting format, making comparative data available among all 60 markets, Mr. Seiler said. The twice-monthly ARB tv-national report also can be used on a comparative basis with individual city surveys, he said.

Mr. Seiler said information includes ratings, viewer specifications by men, women and children, viewers per set, total sets in use per quarter-hour and cumulative ratings on multi-weekly daytime shows.

The newest ARB markets are Albany-Schenectady-Troy, Birmingham, Charlotte, Columbia, S. C., Fort Worth, Grand Rapids-Kalamazoo, Harrisburg, Hartford-New Britain, Indianapolis, Jacksonville, Johnstown, Louisville, Memphis, Nashville, New Orleans, Oklahoma City, Rochester, Sacramento, Spokane, Syracuse, Toledo, Tulsa, Wilmington, Del., Winston-Salem and Youngstown.

## Radio Doubles Video For Daytime—Nielsen

RADIO reached more than twice as many homes as tv in the daytime hours of the first half of 1953, despite the growth in daytime television and a decline in radio listening, A. C. Nielsen Co. has reported. During the average minute in the daytime (7 a.m.-6 p.m) radio entered 7,250,000 homes to 3,446,000 for tv.

Tv was up in mid-morning hours in the fall, however. NTI Report for the two weeks ending Nov. 21 shows that on the average 10.3% of tv homes used tv during the 9-11 a.m. period, compared to 8.1% for the same two weeks of 1952. This meant 1,115,000 more viewing homes available to tv advertisers in those morning hours.

But on Saturday mornings, tv families are doing more radio listening, at least in New York. In November, Nielsen found 17.7% of tv homes tuned to radio between 9 a.m. and noon Saturdays, compared to 14.3% in November 1952, a gain for radio of 208,000 tv homes in the New York area.

## BAB on Nighttime Radio

SIGNIFICANT role of nighttime radio in the media plans of national advertisers is highlighted in a new BAB report being distributed to members, to advertisers and their agencies.

Titled "National Advertisers Using Nighttime Radio," the report, which is based on data from various industry sources, indicates "a wide use of nighttime radio in large and small cities by virtually every major type of national advertiser."



# BRICKER COMMITTEE HEARS LEE NOMINATION TODAY

### Bid for confirmation of Commissioner's seven-year appointment goes before Interstate & Foreign Commerce Committee.

FCC COMR. ROBERT E. LEE, a former Congressional employe, returns to Capitol Hill today (Monday) to appear on his own behalf before the Senate Interstate & Foreign Commerce Committee which will consider his appointment to serve a full term on the FCC.

President Eisenhower last Monday sent Mr. Lee's name to the Senate for confirmation. Chairman John W. Bricker (R-Ohio) of the Senate Commerce Committee immediately scheduled an open hearing.

Hanging over the Lee appointment is a political cast. Sen. A. S. Mike Monroney (D-Okla.), a member of the committee, told B•T a fortnight ago he thought a few questions ought to be raised, particularly on the part Mr. Lee played in the 1950 Butler-Tydings Senate campaign in Maryand [B•T, Jan. 11].

The hearing will be held in Room G-16, the regular committee hearing room in the Senate wing of the U. S. Capitol. Other nominees will be considered along with Mr. Lee. There are four nominations to the Advisory Committee on Weather Control; another for the Civil Aeronautics Board, and an appointment for an Assistant Secretary of Commerce. All have been serving under recess appointment.

COMR. ROBERT E. LEE
His nomination is before the Senate.

While Sen. Monroney has indicated he will be vocal about the nomination of Mr. Lee, other Democrats on the committee are adopting a "wait-and-see" policy.

Should the committee vote on the Lee nomination according to political party—a possibility that was regarded last week as highly speculative—Comr. Lee's chances are enhanced by the fact that the GOP has retained an 8-7 majority (see committee membership story, page 56).

As of last Friday, no witnesses were listed as desiring to appear before the committee to testify on the nomination. As is customary, the nominee will be on hand to answer Senators' questions.

Comr. Lee is a Republican. As a recess appointee on FCC he has been serving without pay. The position carries with it an annual salary of $15,000.

His nomination to FCC is for a seven year term beginning last July 1. He succeeded Paul A. Walker, who retired.

Comr. Lee came to the FCC from the House Appropriations Committee where he was director of surveys and investigations beginning in 1946. He entered Federal service in 1938 as a special agent for the FBI. He was primarily associated with financial records in connection with anti-trust law enforcement. He also did public relations work for the FBI, making more than 200 public speeches on the work of the Bureau to various civic organizations.

#### Assisted Hoover

In 1941, Comr. Lee became administrative assistant to J. Edgar Hoover, director of the FBI. Robert E. Lee then was charged with building up a staff under the threat of war. Later he was made chief clerk of the Bureau.

Comr. Lee, married and the father of three children, is from Chicago. He was born there March 31, 1912; educated at DePaul U. and the Chicago College of Commerce and Law. He was an auditor for hotels in Chicago and St. Louis and in 1935-1938 for the American Bond & Mortgage Co. Bondholders Protective Committee before joining the FBI.

# FCC TO APPEAR BEFORE SENATE UNIT

### Interstate & Foreign Commerce Committee will review activities, problems. No date set.

FCC will appear before the Senate Interstate & Foreign Commerce Committee early in this second session of 83d Congress.

The decision to call FCC and other regulatory agencies under its jurisdiction was made Wednesday at the full committee's first meeting this session.

No date was announced, but it is presumed the agencies will be called soon in order that the committee can set its sights on future legislation. The sessions will be public.

The Senators are requesting the agencies to come before the committee to discuss activities and problems. The committee is anxious for the meetings, it is understood, because of its new GOP makeup (see story, page 56).

Any number of issues could come up:

- Sen. John W. Bricker (R-Ohio) is interested in educational television.
- Sen. Edwin C. Johnson (D-Colo.) and other members of the committee are keenly concerned with the tv application and hearing workload. Tieing in with this is FCC's hearing examiner hiring, using funds appropriated by the Congress last summer.
- Sen. Johnson also wants FCC to suspend its proposal to boost the limit of tv station ownership (see story, page 31).
- Any number of the Senators may have in mind the question of uhf's status in the nation.

By practice, the full Commission is invited to appear.

# *YOU MIGHT SKATE FIVE MILES IN 14½ MINUTES**—

## BUT . . . YOU NEED WKZO-WJEF RADIO TO BREAK RECORDS IN WESTERN MICHIGAN!

GRAND RAPIDS—KALAMAZOO AREA PULSE
SHARE OF AUDIENCE—MON.-FRI.—FEB., 1953

| | 6 a.m.—12 noon | 12 noon—6 p.m. | 6 p.m.—12 midnight |
|---|---|---|---|
| WKZO-WJEF | 41% (a) | 41% | 40% |
| STATION "B" | 13% | 13% | 17% |
| STATION "C" | 11% | 7% | 12% |
| STATION "D" | 9% | 7% | 9% |

*(a) Does not broadcast for complete period and the share of audience is unadjusted for this situation.*

If you want to break sales records in Western Michigan, just remember this:

1. The March, 1953 Nielsen Report credits WKZO, Kalamazoo, and WJEF, Grand Rapids, with a 12-county audience of 151,050 *daytime* homes, 130,-530 *nighttime* homes!
2. WKZO-WJEF give you 70.8% more morning listeners, 105.0% more afternoon listeners and 37.9% more evening listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids!
3. On a per-thousand basis, WKZO-WJEF cost 48.5% less in the morning, 54.7% less in the afternoon and 23.9% less at night, than the next-best two-station choice!

Ask your Avery-Knodel man for all the WKZO-WJEF facts.

AM – TV – FM

*The Fetzer Stations*

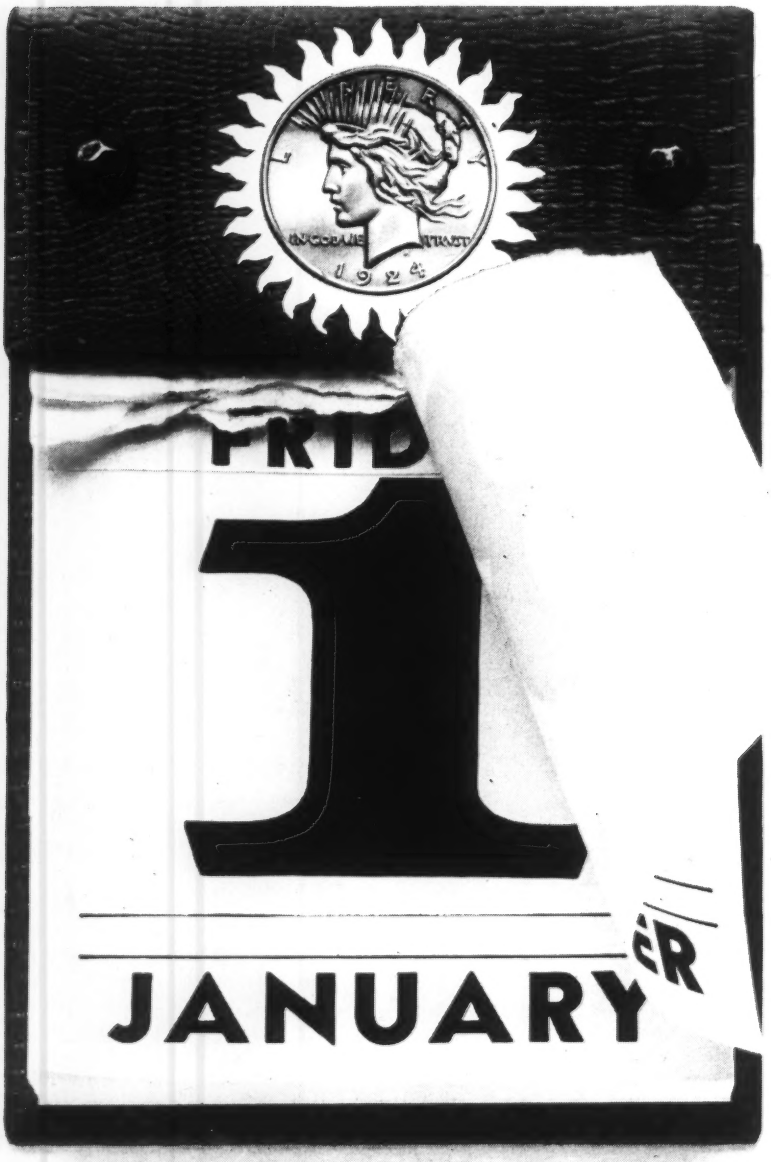
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

# WKZO-WJEF

**CBS RADIO KALAMAZOO** **CBS RADIO GRAND RAPIDS**

Avery-Knodel, Inc., Exclusive National Representatives

** Ross Robinson set this record on February 12, 1927, at Lake Placid, New York.*




## *DAYTIME DOLLARS WILL BUY EVEN MORE IN 1954*

Ever-increasing set ownership and the growing popularity of NBC daytime programs make NBC Daytime Television an even bigger bargain in 1954. In truth one of the best advertising investments you can make.

*These advertisers used the efficiency and economy of NBC Daytime Television in 1953:*

Adolph's Food Products
Allis-Chalmers Mfg. Co.
Amana Refrigeration, Inc.
American Hair & Felt Co.
American Maize Products Company
American Metal Specialties Corp.
American Safety Razor Corporation
Anson Incorporated
Antell, Charles, Inc.
Armour and Company
Avco Mfg. Corp.
*Bendix Home Appliance Division*
*Crosley Division*
Beacon Co., The
Beatrice Foods Co.
Bell Aircraft Corp.
Beltone Hearing Aid Co.
Benrus Watch Co., Inc.
Block Drug Co.
Borden Co., The
Brown & Haley Candy Co.
Bymart-Tintair, Inc.
Capital Airlines, Inc.
Colgate Palmolive Co.
Congoleum-Nairn, Inc.
Consolidated Cosmetics
Continental Baking Co.
Corn Products Refining Company
Cowles Magazines, Inc.
Crosse & Blackwell Co., The
Crowell-Collier Publishing Co., The
Curtis Publishing Co.
Doeskin Products, Inc.
Doughboy Industries, Inc.
Dow Chemical Co., The
Druggist Supply Corp.
Duofold, Inc.
DuPont de Nemours, E. I., & Company, (Inc.)
Eastco, Inc.
Ekco Products Co.
Emerson Drug Company
Fedders-Quigan Corp.
Florida Citrus Commission
Food Specialties, Inc.
General Electric Co.
*Apparatus Sales Division*
*Telechron Department*
General Mills Inc.
*Appliance Div.*
*Cake Mix Div.*
*O-Cel-O Div.*
General Motors Corp.
*Buick Motors Division*
*Oldsmobile Division*
*Pontiac Division*
Gerber Products Co.
Gilbert, A. C., Co., The
Gillette Co., The
*Gillette Safety Razor Co. Division*
Glamorene Inc.
Glidden Co., The
Harry & David
Hathaway Mfg. Co.
Hawaiian Pineapple Co. Ltd.
Hoover Company
I.D.E.A. Corp., Regency Div.
International Cellucotton Products Co.
International Shoe Co.
International Silver Co.
*Sterling Division*
Jarman-Williamson Co.
Jergens, Andrew, Co.
Kaiser-Frazer Corp.
Kellogg Company
Kiplinger Washington Agency
Kiwi Polish Company Pty, Ltd., The
Knomark Mfg. Co., Inc.
Landers, Frary & Clark
Lees, James, & Sons Co.
Lever Bros Company
Liberty Mutual Fire Insurance Co.
Luden's, Inc.
M & R Dietetic Laboratories Inc.
Magic Chef, Inc.
Masland, C. H., & Sons, Inc.
Mathieson Chemical Corp.
*Squibb, E. R., & Sons Div.*
Minnesota Mining & Mfg. Company
Minute Maid Corp.
Mobile Homes Mfgs. Assn.
Morrell, John, & Co.
Morton Packing Co.
Moto-Mower Co.
Murine Co., Inc., The
Nash-Kelvinator Corp.
*Kelvinator Division*
National Cranberry Association
Nestle Company, Inc., The
Paper-Mate Company, Inc.
Parker Brothers, Inc.
Parker Pen Company
Philco Corporation
Pinnacle-Orchards
Polaroid Corporation
Prince Gardner Co.
Procter & Gamble Co.
Purex Corp., Ltd.
Quaker Oats Co., The
Reardon Company, The
Roberts Co., The
S. O. S. Company, The
Scott Paper Co.
Simoniz Company
Smith Bros. Inc.
Spring Mills, Inc.
Standard Brands Incorporated
Standard Packaging Corp.
Tea Bureau, Inc.
Tetley Tea, Co., Inc.
Toni Co., The
United Fruit Company
United States Rubber Co.
*Asbeston Textile Division*
*Keds Division*
*Koylon Division*
*U. S. Tire Division*
Vick Chemical Co.
Wander Company, The
Welch Grape Juice Co., The
Willys Motors Corp.
Woolworth, F. W., Co.

*Daytime Dollars Buy More on* NBC **TELEVISION**
*a service of Radio Corporation of America*

# WCAN-TV ASKS COURT TO PREVENT FCC ACTION ON WHITEFISH BAY

## U. S. Court of Appeals asked by uhf station to issue injunction to prevent Commission from assigning vhf ch. 6 to Milwaukee suburb. Hearst Corp. (WISN) and WMIL oppose.

STRONG plea for an interlocutory injunction to prevent the FCC from taking any action on the disputed assignment of vhf ch. 6 to Whitefish Bay, Wis., a suburb of Milwaukee, was made last Thursday to the U. S. Court of Appeals in Washington by WCAN-TV, uhf ch. 25 station in the Wisconsin city.

WCAN-TV appealed to the court two weeks ago on the ground that the Commission allocated ch. 6 to Whitefish Bay without giving it a chance to present its views in a hearing [B•T, Jan. 11].

In the argument last week for a temporary stay, it was disclosed that the FCC had promised Chief Judge Harold M. Stephens that it would not take any action until its next meeting day (this Wednesday).

Also in court last week, Hearst Corp. (WISN Milwaukee) filed an opposition to the request for a stay. WCAN-TV was given until today to answer this. In its opposition, Harry D. Peck, vice president and general manager of WISN, filed an affidavit refuting allegations made by Lou Poller, president of WCAN-TV, that WISN salesmen were persuading advertisers to cancel contracts with WCAN-TV.

### Latest Legal Move

Court argument last week was the latest in a series of legal moves involving vhf allocations in Milwaukee. When the FCC came out with its Sixth Report and Order establishing the table of allocations for the country, it allocated three vhf and three uhf frequencies to Milwaukee (chs. 4, 10, 12, 19, 25, and 31). Ch. 10 was reserved for an educational station, and ch. 4 was assigned to existing station WTMJ-TV. After a number of moves to persuade the FCC to delete the educational reservation from ch. 10, Hearst recommended the assignment of ch. 6 to Whitefish Bay. The FCC instituted rule-making proceedings, and after receiving comments pro and con, made the allocation. It became final Jan. 10.

Arguing for WCAN-TV was Benedict P. Cottone, former FCC general counsel. Opposing the request were Daniel Ohlbaum, FCC; Seymour Krieger, WMIL, and William J. Dempsey, Hearst. Sitting were Circuit Judges Charles Fahy, John A. Danaher and George Thomas Washington.

WMIL and Hearst (WISN-*Milwaukee Sentinel*), together with Independent Television Inc. are applicants for the Whitefish Bay frequency. Independent filed two weeks ago and is composed of Milwaukee and Detroit businessmen.

Besides WCAN-TV, the third Milwaukee station is WOKY-TV, on uhf ch. 19. There are four applicants vying for vhf ch. 12. The hearing on preliminary matters began Dec. 31, 1953.

## Public Demands Fm

PUBLIC demand for resumption of fm service led to an fm grant by FCC last week to WSJS-AM-TV Winston-Salem, N. C.

To facilitate construction of WSJS-TV's ch. 12 antenna on the WSJS-AM tower, Piedmont Pub. Co. surrendered its license for WSJS-FM which it had held since 1947.

After WSJS-TV took to the air last October, Piedmont began receiving numerous complaints on the lack of fm service "which it had never known before."

FCC Wednesday granted Piedmont Pub. Co. a permit for a new Class B fm station on ch. 281 (104.1 mc), with an ERP of 42 kw and antenna height above average terrain of 160 ft.

**ED SULLIVAN (r), who emceed the National Press Club (Washington) annual father-daughter dinner Jan. 8, greets guests Vice President Richard M. Nixon and Misses Julie (held by her father) and Tricia Nixon, and Sir Roger Makins, British ambassador to the U. S. Mr. Sullivan's *Toast of the Town* is sponsored on CBS-TV by the Lincoln-Mercury Division of the Ford Motor Co.**

## AARGA Unit to Consider Proposals on Tall Towers

MARKING and lighting of broadcast tower guy wires will be the first order of business when the Airdromes, Air Routes & Ground Aids subcommittee of the Air Co-ordinating Committee meets Jan. 27 in Room 1510, Temporary Bldg. 4 at 17th and Constitution Ave., Washington. The meeting is open to the public.

Subcommittee will be handed a recommendation by Arthur L. Catudal, secretary of the unit, to appoint an *ad hoc* committee to explore the "problem" and outline how guy wires can be marked and lighted with some idea of costs.

Mr. Catudal's recommendation followed a memorandum from Ralph Fletcher, CAA hazards aid engineer [B•T, Jan. 11].

If AARGA accepts the recommendations of its *ad hoc* committee and of the joint industry-government committee, it will submit findings and recommendations to the ACC for issuance of U. S. National Standards. It is believed FCC approval, for changes in Part 17 of its rules, governing marking and lighting of broadcast towers, would be required before this last step.

Because of the AARGA's activity, the CAB held a report by W. Dixon Markey, CAB's representative on the ACC's Washington Airspace subcommittee, in abeyance.

In his recommendation, Mr. Catudal referred to the large increase in tv towers over 500 ft., and to a previous joint committee which explored the problem of high tv towers and their role as hazards to air navigation [B•T, March 31, 1952, et seq.].

# FCC FILES BRIEF ON GIVEAWAY CASE

## Supreme Court oral argument set for Feb. 1. Networks' challenge to Commission's 1949 ruling that giveaway programs are lotteries due to be filed next week.

THE FCC filed its brief in the giveaway case last week and told the Supreme Court that the only question was whether listening or viewing a broadcast program was a "consideration" in the sense of the Lottery Law (Sec. 1304, U. S. Code) which forbids the broadcasting of lotteries.

In a 65-page brief, which traced the history of lotteries in England and in the U. S. from colonial days, the Commission expressed its conviction that inducing an audience to listen or view a broadcast was similar to other schemes involving money or other things of value proscribed by law.

The Supreme Court is scheduled to hear oral argument the week of Feb. 1. Briefs by ABC, CBS, and NBC are due for submission by Jan. 25.

Case (Nos. 117, 118, 119) goes back to 1949 when the FCC issued a set of regulations interpreting Sec. 1304 of the U. S. Code. Among the provisions refusing to renew the licenses of stations which broadcast lotteries, was one which spelled out "consideration" as anything which induced the audience to listen or watch a broadcast on the chance of winning a prize.

The three networks appealed, and the case was heard by a special New York Federal Court which early last year ruled that parts of the FCC regulations were valid and other sections illegal [B•T, Feb. 9, 1953]. One of the three judges dissented.

The lower court ruled that the regulations erred in including listening or watching as a "consideration" under the terms of the Lottery Law.

In its brief, the Commission answered this charge in these words:

**Radio and television give-aways are not altruistic undertakings. Like all other lottery schemes, their purpose and effect is to derive a profit from an appeal to the cupidity and gambling instinct of the participants. These participants are not the passive recipients of munificent gifts. On the contrary, the lure of a large prize is held out to induce affirmative action which is of substantial benefit to both station and advertiser. Such indirect consideration is a staple of numerous schemes devised to stimulate otherwise legal sales of products and services by adding the lottery ingredient. Schemes embodying such indirect consideration have consistently been held illegal by the better reasoned decisions in the field . . .**

The Commission argued that the radio giveaway programs have all the essential ingredients of a traditional lottery, but that the form is different. "The broad remedial purpose of the statute will not be served," the Commission said, "unless the courts are vigilant in striking down new guises of the old evil at which the statute is aimed . . ."

Using Circuit Judge Charles E. Clark's dis-

# WDAY-TV FARGO, N. D.

## *NOW ON* FULL POWER

**(UP FROM 13,000 TO 65,000 WATTS)**

## *AND CARRYING PRACTICALLY*
## ALL TOP-RATED PROGRAMS
## FROM ALL 4 NETWORKS

**(AND LEADING FILM PRODUCERS)!**

**Affiliated with NBC • CBS • ABC • DUMONT**

**FREE & PETERS, INC., Exclusive National Representatives**

sent as a basis, the FCC alleged that the lower court's decision was not correct.

Majority decision by the special court, written by District Judge Vincent L. Leibell and concurred in by District Judge Edward Weinfeld, held that the act of listening or viewing a broadcast of a giveaway program does not constitute "price" or "valuable consideration" which is an essential element of a lottery.

"It is not the value of the listening participants to the station or sponsor that is the valuable consideration contemplated by the lottery statute," the decision continued, "it is the value to the participant of what he gives that must be weighed."

The particular three provisions which were ruled invalid by the lower court were requirements that the winner be listening or viewing the program, that he answer a question whose answer has been given or hinted on an earlier broadcast, or that he be required to write a letter or answer the telephone in a prescribed manner, where the correct manner has been broadcast over the station.

The court also held that these provisions were a form of censorship.

### Suspension Still in Effect

When the networks appealed the controversial rules, adopted by the Commission on a three to one vote, the FCC suspended their effectiveness until the courts ruled on their legality. This is still in effect.

The FCC's lottery regulations were adopted at a time when countless programs giving away hundreds of thousands of dollars in cash and merchandise were on the air. A count at that time showed 38 such programs on networks alone. Last October, a B•T check showed 57 on the radio and tv networks (27 on radio alone). But these included studio audience participation shows. The Commission has asserted that its challenged rules related more directly to telephone or mail giveaway programs.

Although the number of giveaway programs has increased, the size of the "jackpots" has substantially decreased. At one point, CBS' *Sing It Again*, was at the $50,000 mark for money and merchandise. More recently, prizes have amounted to $5,000-10,000.

## Senate Again Postpones Baseball Bill Debate

THE BASEBALL bill in the Senate came up for a short-lived inning last Tuesday.

The bill has been pending since the last session of Congress. Its sponsor is Sen. Edwin C. Johnson (D-Colo.), ranking minority member of the Senate Interstate & Foreign Commerce Committee.

The legislation would permit baseball to restore its former Rule 1 (d) that prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. The bill as amended also would permit any station at any time to carry any league game, major or minor, providing it was broadcast sustaining.

At a call of the calendar, Sen. George A. Smathers (D-Fla.), a member of the Senate Commerce Committee, asked that it go "over." He was joined by Sen. Robert C. Hendrickson (R-N. J.).

Sen. Johnson has said he would draft new legislation this year. Thus far, there has been no indication what tack a new measure would take nor how much effect the Supreme Court decision on baseball will have on the Senator's thinking.

## FCC at White House

MEMBERS of the FCC, led by Chairman Rosel H. Hyde, were luncheon guests at the White House Wednesday. Their host was Sherman Adams, Assistant to the President. The visit was described as strictly social, with members of the staff having a chance to get acquainted with Commissioners.

## Way Cleared for Grant To Tierney at Charleston

PROSPECT of an initial decision to grant vhf ch. 8 at Charleston, W. Va., to The Tierney Co. (WCHS) appeared last week as FCC approved withdrawal of the competitive ch. 8 bid of Capital Television Co. and retained Tierney in hearing status [B•T, Jan. 11].

According to a merger agreement, Capital would become minority stockholder in Tierney after the ch. 8 grant is made final.

Proposed merger of two of the three vhf ch. 2 applicants at Charleston, S. C., was disclosed last week as Atlantic Coast Broadcasting Co. (WTMA) withdrew its bid. It receives option for purchase of up to 30% in Southern Broadcasting Co. (WUSN) and would sell WTMA. Third competitor for ch. 2 is Charleston Broadcasting Co., operator of WHAN.

Vhf ch. 2 contest at Springfield, Ill., was reduced to two applicants last week as the Commission granted dismissal of the Capitol City Television Co. bid. Still seeking ch. 2 are WMAY-TV Inc., including WMAY principals, and Sangamon Valley Television Corp. (WTAX).

## Roy K. Marshall Charged

ROY K. MARSHALL, scientist and radio and television commentator, who formerly handled Ford Motor Co. commercials, is under indictment for allegedly sending obscene letters through the mails to five teen-age girls who wrote to him for scientific advice, it was revealed last week.

Although the charges were made on Nov. 18 they were not disclosed until Jan. 12 in open court when U. S. District Judge J. Cuollen Ganey in Philadelphia revealed the indictment and said it had been impounded at the request of U. S. Attorney W. Wilson White. Details of the case were not discussed by the judge. Judge Ganey asked Mr. White to hurry along the reports of a psychiatric examination of Mr. Marshall.

Mr. Marshall last appeared on television during November, handling commercials on *Ford Theatre* on NBC-TV. He asked to be released from his contract in November because of "ill health," an executive of J. W. Thompson Co., Ford agency, told B•T. He was released and has not appeared on any program since.

## FCC Talks Budget at Capitol

FCC Chairman Rosel H. Hyde and other Commission officials were on Capitol Hill last Thursday to discuss the fiscal 1955 budget. They appeared behind closed doors before a House Appropriations Subcommittee on Independent Offices. The budget request will be disclosed by President Eisenhower this Thursday.

## New 'Party in Interest' View Set Forth in WBUF-TV Denial

### 'Mere showing of possible economic injury' confers no 'automatic' intervention rights, FCC says in refusing to let uhf WBUF-TV intervene in the Buffalo vhf ch. 2 case.

FURTHER interpretation of "party in interest" in protest cases under Sec. 309(b) and (c) of the Communications Act was set forth by FCC last week in a memorandum opinion and order denying the petition of uhf ch. 17 WBUF-TV Buffalo for intervention in the vhf ch. 2 hearing there, alleging economic injury [B•T, Jan. 11].

The Commission ordered hearing on the ch. 2 bid of Niagara Frontier Amusement Corp., survivor after merger of most of several former applicants [B•T, Dec. 14, 1953], to inquire into circumstances of the filing and dismissal of a bid by Enterprise Transmission Inc. "and whether Niagara Frontier or any other party paid any consideration to Enterprise for the dismissal of its application."

WBUF-TV contended the hearing, scheduled less than 30 days from date of order and automatically giving Niagara Frontier protection from further competition, violates FCC's processes. WBUF-TV says the unexpected new vhf grant that would ensue would harm development of uhf there. WBES-TV Buffalo ceased operation on uhf ch. 59 when news of the proposed purchase of its physical plant by Niagara Frontier was disclosed [B•T, Dec. 21, 1953].

FCC held that Sec. 309(b) "upon a mere showing of probable economic injury" does not "automatically" confer a right to intervene and ruled that the WBUF-TV petition was defective for not being specific. Sec. 309(b) provides for protest of hearing actions; 309(c), non-hearing actions.

Comr. Frieda B. Hennock dissented, contending WBUF-TV's status as a station itself gives status. She believed the injury claims were specified, going into the uhf-vhf problem.

The ch. 2 proceeding will resume Jan. 18 before Examiner Harold L. Schilz. FCC still must rule on later petitions by WBUF-TV to enlarge the issues in the ch. 2 hearing and to reconsider and set aside the order of Dec. 10, 1953, designating the Niagara Frontier application for hearing. WBUF-TV asserts the application must be returned to the processing line and a McFarland letter sent to notify of intent to set for hearing. The uhf ch. 17 outlet argues the MacFarland procedure was illegally waived.

## Senate 'Passes Over' 3 Communications Bills

THREE minor communications bills which have been pending before the Senate for many months were "passed over" the Senate calendar last Tuesday. The House approved the bills.

The measures, HR 4457, 4458 and 4459, respectively would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters; would extend the time FCC has to act on a protest from 15 to 30 days, and would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor.

Also scrubbed temporarily was a bill (S 2314) which would prohibit the transmission of certain gambling information in interstate communication facilities.

# KBTV DENVER

# Best Buy in Colorado!

## Top-Rated NBC Show--56.1 (ARB) Top-Rated CBS Show--50.4 (ARB)

**We doubt if there's an availability adjacent to these ratings, BUT there ARE some adjacent to these TOP-RATED KBTV and ABC-TV features:**

### ABC-TV DENVER

| | ARB |
|---|---|
| The Name's the Same | 44.2 |
| Make Room for Daddy | 41.5 |
| You Asked for It | 36.6 |
| Stu Erwin | 33.7 |
| Kraft Theater | 28.0 |
| Motorola TV Hour | 24.9 |
| Ozzie & Harriet | 23.4 |
| Pepsi-Cola Playhouse | 22.8 |
| Peter Potter Show | 21.9 |
| Super Circus | 20.0 |
| Walter Winchell | 19.4 |

### KBTV-DENVER

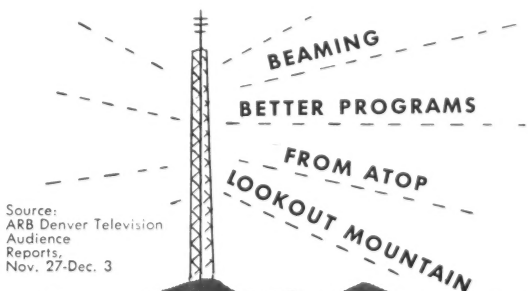
| | ARB |
|---|---|
| Superman | 37.7 |
| City Detective | 32.0 |
| Amos 'n' Andy | 29.1 |
| Liberace | 27.4 |
| Johnny Mack Brown | 25.1 |
| Abbott & Costello | 23.4 |
| Hopalong Cassidy | 22.8 |
| Kit Carson | 21.7 |
| Rocky Mtn. Barn Dance | 20.4 |
| KBTV Live Wrestling | 20.0 |
| Captain Midnight | 19.4 |

### ★ KBTV Tops in 10:00 P.M. News ★

| | | ARB |
|---|---|---|
| KBTV—Bill Michelsen | Mon. thru Fri. | 18.0 |
| Station "B" | Mon. thru Fri. | 10.3 |
| Station "C" | Mon. thru Fri. | 8.7 |

### ★ KBTV Tops in Weather Reporting 10:15 P.M. ★

| | | ARB |
|---|---|---|
| KBTV—Vince Monforte | Mon. thru Fri. | 13.7 |
| Station "B" | Mon. thru Fri. | 10.3 |
| Station "C" | Mon. thru Fri. | 8.7 |




Source:
ARB Denver Television Audience Reports, Nov. 27-Dec. 3

**JOE HEROLD, Manager**
**JERRY LEE, Commercial Manager**
STUDIOS AND OFFICES: 1089 BANNOCK STREET
DENVER, COLORADO

# KBTV

**CHANNEL 9 DENVER**
**ABC-TV ABC-TV**

Contact Your Nearest Free & Peters Representative

*this is* **N.T.A.** . . . . .

**to stations, agencies and sponsors**

- **THE LARGEST . . . MOST DIVERSIFIED LIBRARY OF QUALITY TELEVISION PROGRAMS ON FILM.**
- **22 EXPERIENCED TELEVISION REPRESENTATIVES IN 14 PIVOTAL MARKETS.**
- **TELEVISION'S MOST COMPLETE MERCHANDISING PACKAGE WITH *EACH* PROGRAM SERIES.**

**to producers . . .**
***all of the above,* PLUS**

- **SATURATION COVERAGE OF THE NATION'S TELEVISION STATIONS, ADVERTISING AGENCIES AND SPONSORS.**

**these are the programs . . .**

**HALF-HOUR:**

China Smith • Orient Express • Play of the Week • Pantomime Quiz International Playhouse

**QUARTER-HOUR:**

The Passerby • James Mason • Bill Corum The Eva Gabor Show • Bobo the Hobo TV's Baseball Hall of Fame • The James Mason Show • Find a Hobby • Telecomics

**PLUS:**

Man's Heritage • Viz-Quiz • Superman (Cartoons) • Westerns • Feature Films American Sports • Music from the Masters Sands of Time

. . . . . *a dynamic, new, important force in the distribution and merchandising of quality television programs on film*

**N.T.A.** has developed a tremendous catalog of quality television programs on film . . . a huge, new library of successfully sponsored properties already delivering mass audiences to advertisers in many markets . . . *at low, low costs*. . . . everything from Kiddie Shows to Dramas . . . "Whodunits" to Sports programs.

**N.T.A.** has representation in 14 prime markets with 22 experienced, hand-picked men *living* in the field . . . serving stations, agencies and sponsors. Each of these men lives, talks and dreams television. Each knows station facilities, each is familiar with local and regional habits, each knows the economics of the market *first-hand*. Most important of all . . . each will conscientiously aid in selecting the best program for the selling job you want to do.

**N.T.A.** has a realistic . . . powerful . . . and complete sales-merchandising and promotion package to support and tie-in entire campaigns behind each N.T.A. series. This N.T.A. *Plus* Package contains: window streamers, counter cards, newspaper mats, live announcements, station slides, publicity releases, direct mail pieces and a host of merchandising ideas.

*Call Your N.T.A. Man Today! He's Only Minutes Away!*

NTA

# National Telefilm Associates

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# GRANT PROPOSED FOR HOUSTON TV CO.

## Second vhf outlet for the city comes nearer realization. Other initial decisions would award WTIK Durham, N. C., and KCOM Sioux City, Iowa.

SECOND vhf television station for Houston came a step closer last week as FCC Hearing Examiner James D. Cunningham in an initial decision proposed to grant vhf ch. 13 there to Houston Television Co., representing a merger of four applicants [B•T, Jan. 11].

Initial decisions proposing grants in two other merger cases also were announced by the Commission. These were for approval of vhf ch. 11 at Durham, N. C., to WTIK Durham, with former competitor WDNC receiving 25% option, and for authorization of vhf ch. 4 at Sioux City, Iowa, to KCOM there, with former competitor KSCJ receiving option for 50% interest [B•T, Jan. 4]. After the mergers, WTIK and KCOM would be sold.

In the Houston ch. 13 proceeding, the proposed grant for Houston Television Co. was made possible by the dismissal of competitive bids by KTRH Broadcasting Co. (KTRH), Houston Area Television Co. and Tv Broadcasting Co. of Houston. When the grant is made final, it is proposed to transfer the permit to a new corporation, Houston Consolidated Television Co.

Houston Consolidated stock will be held in these proportions: KTRH Broadcasting Co., 32%; Houston Area Television Co.'s 17 stockholders, 32%; Houston Television Co.'s 15 stockholders, 20%, and Houston Mayor Roy Hofheinz, individually, 16%. Mayor Hofheinz was president and 50% owner of Tv Broadcasting Co. of Houston. He agrees to sell his 25% holding in KTHT Houston if necessary, according to the merger agreement.

### To Cost $1 Million-Plus

It is understood more than $1 million will be invested in the new Houston station. Effective radiated power specified for the ch. 13 operation, according to the initial decision, will be 316 kw visual.

The Sioux City ch. 4 proceeding originally involved the applications of KCOM Broadcasting Co. and Perkins Bros. Co. (KSCJ). Examiner Basil P. Cooper's initial decision found that after final grant, KCOM Broadcasting will immediately take steps to sell KCOM and after approval of such sale by FCC, will notify Perkins of the disposition.

"Perkins shall have 10 days after such notice," the examiner said, "to indicate an intent to purchase for a sum equal to the then net worth of KCOM a 50% interest in the KCOM Broadcasting Co. which will then be the permittee or licensee of the ch. 4 tv station." KCOM Broadcasting then will make corporate changes to give Perkins and KCOM stockholders equal representation on the board, of officers and management of the ch. 4 outlet.

The examiner also explained that Perkins "shall pay KCOM the amount, if any, by which the net proceeds from the sale of KCOM shall be less than $175,000; such payment by Perkins, however, is not to exceed the sum of $10,000. After the sale of KCOM, the corporation shall declare dividends to its stockholders of the amount, if any, by which the then net worth of the corporation shall exceed $200,000."

Initial construction and operation of the ch. 4 station will be financed by loans to be advanced by present KCOM stockholders, the initial ruling explained. Upon purchase by Perkins of half-interest, the loans will be repaid.

The Durham ch. 11 case, held before Examiner Millard F. French, originally involved the competing applications of Durham Broadcasting Enterprises Inc. (WTIK) and Durham Radio Corp. (WDNC). After the final decision and merger, WTIK is to be sold.

# FCC Grants Tv Outlets At Albany, Ga., Hibbing

FIRST local television stations were granted by FCC last week for vhf ch. 10 at Albany, Ga., and vhf ch. 10 at Hibbing, Minn.

The Albany permit went to Herald Pub. Co. licensee of WALB there, following dismissal of a competitive application by James S. Rivers' Southeastern Broadcasting System. WGPC Albany withdrew its ch. 10 application last November.

North Star Television Co. was grantee for ch. 10 at Hibbing. The authorization is conditioned upon final ruling by the Commission upon a petition by WEBC Duluth for reconsideration of a decision denying WEBC's request that ch. 10 be allocated to Duluth instead.

Quentin J. David, president and 6.16% owner of North Star, told B•T no starting date is estimated at this time, nor have network affiliation and station representation been settled. He said RCA equipment will be used.

Mr. David heads David Inc., St. Paul advertising agency, and its minority stockholder in WTCN-AM-FM-TV Minneapolis. Other North Star principals include stockholders in WSPT Stevens Point, Wis.

James H. Gray, WALB president, told B•T the Albany ch. 10 outlet should be on the air by June 1 using an RCA 10 kw transmitter. Network affiliation is not set but Burn-Smith Co. will be station representative, he said.

Details of the new grants:

**Albany, Ga.—Herald Pub. Co. (WALB) granted permit for vhf ch. 10; effective radiated power 50.1 kw visual and 25.1 kw aural; antenna height above average terrain 550 ft. Address: 138 Pine Ave.**

**Hibbing, Minn.—North Star Television Co. granted vhf ch. 10; ERP 10.5 kw visual and 5.25 kw aural; antenna height above average terrain 630 ft. Condition. Address: % Q. J. David, 3100 First National Bank Bldg., St. Paul, Minn.**

# KSTM-TV Court Plea Wins Stay of Ch. 11 Hearing

FCC's Jan. 14 hearing on St. Louis' ch. 11 was postponed one day before it was scheduled to start, following a stay issued last week by the U. S. Court of Appeals in favor of KSTM-TV St. Louis.

Postponement was ordered by FCC Hearing Examiner Thomas H. Donahue, when the court told the FCC to hold up the hearing. The court, however, gave the FCC alternatives. These were (1) that KSTM-TV be allowed to participate in the hearing as an applicant, subject to the court's decision on the KSTM-TV appeal, or (2) that the FCC hold a separate hearing on KSTM-TV's application to determine whether it should be accepted or include that issue in the overall St. Louis hearing. Commission's decision on what course to take was under consideration at week's end.

The Commission consistently has refused to accept an application from KSTM-TV for ch. 11 on the ground that an existing permittee may not apply for another facility in the same city. KSTM-TV operates on uhf ch. 36. In its application for ch. 11 it offered to give up the uhf channel if it won the vhf grant. The Commission has held, however, that an existing grantee must first surrender its permit before being allowed to file for another frequency. Fact that the Commission refused to accept its application, which is for East St. Louis, Ill., without a hearing led KSTM-TV to appeal. Case for a temporary restraining order was argued two weeks ago [B•T, Jan. 11].

Involved in the St. Louis ch. 11 hearing are St. Louis Amusement Co. (Ambassador Investment, 52%; Fanchon & Marco, 42%); St. Louis Telecast Inc. (60% owned by WEW); 220 Television Inc. (Harold Koplar and William Koplar Shenker) and CBS (KMOX).

# Three New GOP Faces on Senate Commerce Unit

ORGANIZATION of the Senate Interstate & Foreign Commerce Committee was completed last week. The Republicans retain their majority. Lineup is eight Republicans and seven Democratic members.

**Sen. Duff**

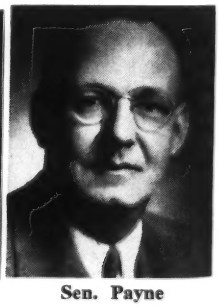
Sen. Homer E. Capehart (R - Ind.) has left the committee to take a seat on the Senate Foreign Relations Committee [CLOSED CIRCUIT, Jan. 11]. It was left vacant by Sen. Charles W. Tobey (R-N. H.), who died last summer. Sen. John Sherman Cooper (R-Ky.) also has left the committee to join the Senate Labor & Public Welfare Committee.

Before the current shift, there was a GOP vacancy. Thus, three additional Republicans were named to the committee: Sens. James H. Duff of Pennsylvania, William A. Purtell of Connecticut and Frederick G. Payne of Maine.

There were no Democratic changes. Complete membership of the committee, according to seniority, is as follows:

**Republicans—John W. Bricker (Ohio), chairman; Andrew F. Schoeppel (Kan.); John M. Butler (Md.); Charles E. Potter (Mich.); Dwight Griswold (Neb.); Duff, Purtell, Payne.**

**Sen. Purtell**



**Sen. Payne**

**Democrats—Edwin C. Johnson (Colo.); Warren G. Magnuson (Wash.); Lyndon B. Johnson (Tex.); Lester C. Hunt (Wyo.); John O. Pastore (R. I.); A. S. Mike Monroney (Okla.); George A. Smathers (Fla.).**

*** Gelausedup English**

He iss a really
Terrible sight
Will likely kill
Sein self some night;
By der beef steak ad,
Ein double spread
Ge-printed qreen
Instead of red.

In such a fix
He wouldn't be,
If he used
*NHC-AM-TV*

— CECIL —

WNHC AM FM TV
NEW HAVEN

*New England's first complete broadcasting service • represented nationally by Katz*

***** In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

**V H F**
**Channel 8**

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

## FCC Annual Ownership Report Abolished

TO HELP ease unnecessary administrative burdens upon FCC and the industry alike, the Commission last week abolished its requirement that each am, fm, tv and international broadcast station must file an annual ownership report Form 323 with the Commission [CLOSED CIRCUIT, July 6, 1953].

Effective immediately, the order states no report of ownership as of Dec. 31, 1953, will have to be filed this April 1, heretofore the annual date for such filing.

Instead, the FCC order provides, the necessary ownership data must be supplied on Form 323 each three years when an am, fm or tv station submits its license renewal application.

The Commission said interim ownership reports still must be filed within 30 days after changes in ownership occur.

The order specified further that licensees of all stations required to file renewal applications on or after Feb. 1 (for licenses expiring May 1 and after) shall also file an ownership report on Form 323 pursuant to Sec. 1.343(a) of the Commission's rules as herein amended. Copies of the order are being mailed all broadcast licensees, FCC said.

Earlier, FCC simplified the annual financial report Form 324 required to be filed by all broadcast stations [B•T, Dec. 28].

*[Text of amended Sec. 1.343 will be published in* FOR THE RECORD *next week.]*

## Knowland, Chernoff Buy Into S. F. Bid

**Publisher J. R. Knowland (KLX Oakland) and broadcaster Howard Chernoff buy 5% each of Channel Two Inc., one of four contestants for San Francisco vhf ch. 2.**

ACQUISITION of part interests in Channel Two Inc., contestant for vhf ch. 2 at Oakland-San Francisco, by publisher J. R. Knowland and broadcaster Howard L. Chernoff was announced last week as the Channel Two Inc. bid before FCC was amended to include the ownership interests. Each acquires 5% holding. Mr. Chernoff becomes executive director of the proposed tv outlet.

Mr. Knowland, father of Sen. William F. Knowland (R-Calif.), is publisher and editor of the *Oakland Tribune* and is a principal in operation of associated KLX Oakland. KLX dropped its ch. 2 bid late last year, leaving four contestants for the facility. Besides Channel Two Inc., the others are KROW Oakland, General Teleradio's KFRC San Francisco and Television California, the latter composed of Edwin W. Pauley and associates.

Mr. Chernoff formerly was general manager of KFMB-AM-TV San Diego and was vice president-general manager of the *San Diego Journal* when they were among the Capt. John A. Kennedy interests.

KFMB-AM-TV was sold to J. D. Wrather Jr. and Maria Helen Alvarez last year for $3.15 million. According to the Channel Two Inc. amendment, Kennedy Broadcasting Co. realized a profit of $1.87 million in the transaction. Edward Petry & Co. subsequently bought 22% interest in KFMB-AM-TV for $633,000 [B•T, July 27, 1953].

Stoddard P. Johnston, president-general manager of Channel Two Inc. and step-son of Capt. Kennedy, announced the appointment of Mr. Chernoff as executive director of the proposed ch. 2 station. Mr. Johnston formerly was vice president of KFMB-AM-TV.

In announcing his association in the Channel Two Inc. venture, Mr. Knowland stated, "I have always been interested in television as a new medium of communication . . . we feel . . . that the Oakland people represented in Channel Two Inc., together with the television management experience with which they have surrounded themselves, present an ideal opportunity for both of us to serve the people of the East Bay area."

Other officers and stockholders:

Secretary-Treasurer A. M. Bleiler, vice president First California Corp.; R. W. Breuner, vice president, Breuner's; Rilea Doe, vice president, Safeway Stores; Dr. Woodburn K. Lamb, Berkeley; Vice President Ingraham Read, former publisher of the *Oakland Post Enquirer* and head of the San Francisco-Bay Area offices of Moloney, Regan & Schmitt, publishers' representative; W. H. Mordy, vice president Moore Business Forms Inc.; John W. Morris, Pacific Coast manager, Pigment Chemical & Color Div., Sherwin-Williams Paint Co.; John J. Reilly, president, Western Dept. Stores, owner of Kahn's in Oakland with stores also in Portland, Ore., and Tacoma, Wash.; M. B. Skaggs, founder and former control owner of Safeway Stores; and Robert J. Christ, vice president and Pacific Coast manager of Dobeckmun Co.

Mr. Johnston confirmed the leasing of 15,000 sq. ft. of space in downtown Oakland and said that architects are at work on plans for television studios and offices. Channel Two Inc.'s bid specifies a transmitter atop Mt. Bruno.

Other developments, according to Mr. Johnston, include retention of Robert Purcell, former operations manager of KTTV (TV) Hollywood, as consultant, and Stanley Sievers as chief engineer.

Mr. Johnston also announced signing of a contract with RCA for the purchase of $650,000 worth of equipment including that necessary for the transmission of color telecasts.

Aside from his 5% interest in Channel Two Inc., Mr. Chernoff and his wife are 27.5% owners of WTBO Cumberland, Md., and 47.5% owners of uhf ch. 15 WTAP (TV) Parkersburg, W. Va., now on the air.

## VOA Outlines Status Before Senate Group

VOICE OF AMERICA accomplishments since its parent, the U. S. Information Agency, was set up apart from the State Dept. was to be reviewed in the Senate last Friday.

Theodore C. Streibert, director of USIA since its separation last summer, was slated to be the first witness before a Senate Foreign Relations subcommittee studying the information program. The group is chairmanned by Sen. Bourke C. Hickenlooper (R-Iowa).

The Hickenlooper subcommittee questioning jumped the gun on Sen. Joseph R. McCarthy's Permanent Investigating Committee in the Senate which is scheduling a meeting with Mr. Streibert next month.

The Senate Foreign Relations unit will have before it data submitted by USIA on its operations, including Voice of America.

Material in the hands of the subcommittee reveals:

- The Voice has developed new radio programs for broadcast on foreign national networks and local stations under private auspices. Included are cultural and information programs.
- Cited is cooperation with private institutions including the Advertising Council.
- Major construction by VOA in the past six months was the completion (and current operation) of (1) Project Cast—the world's most powerful longwave radio broadcasting and relay station at Munich, Germany, (2) Project John—the 1 megawatt medium wave transmitter on Okinawa and (3) Project Jade—1 megawatt medium wave relay station in the Philippines.
- Broadcasts are in 34 languages.
- While 370 posts at VOA have been eliminated at overseas relay bases, broadcasting time has been maintained at "optimum value."
- Post of technical director has not been filled. Mr. Streibert said he has been unsuccessful in his attempts to hire an outstanding radio engineer for the job. (He said he had held talks with top leaders in the broadcast industry, listing a number of them).
- Monitoring overseas to check on signal penetration behind the Iron Curtain has been improved or increased.
- Some 300 films have been released for showing in 19 countries where tv exists as a medium.

## B•T Story in 'Record'

NOTING that the remodeled Senate Radio-Tv Gallery will be "an improved means of communication to the public of what is going on in the Senate of the U. S.," Sen. Homer Ferguson (R-Mich.) last Wednesday inserted a reprint of a B•T article, "Radio-Tv Find a Home on Capitol Hill," in the *Congressional Record*. The article appeared in the Jan. 4 issue of B•T.

## Rural Network Backs FCC Functional Fm Proposal

**General Manager Donald K. deNeuf describes proposal as 'stride forward.' He says it will speed new services, with no extra radio spectrum space.**

RURAL RADIO NETWORK, fm station operator and network in New York State and Pennsylvania, told FCC last week its proposal to legalize functional music fm operations "is most wholeheartedly supported and commended by this organization."

The Commission, in its last major action of 1953, adopted a notice of proposed rule-making to allow fm stations to provide functional fm services on both a simplex and multiplex basis in addition to their regular broadcast programming [B•T, Jan. 11, 4]. Fm stations first would have to obtain a subsidiary communications authorization. The functional service would have to be similar to regular broadcast fare and could not be for such use as taxicab dispatching. Comments on the proposal are due Feb. 15.

In a letter to Chairman Rosel H. Hyde, Donald K. deNeuf, RRN general manager, stated he is sure "many other broadcasters will join with me" in describing the proposal as "a great stride forward."

He pointed out that "many demonstrations have shown conclusively that additional channels of intelligence can be satisfactorily transmitted over fm broadcast facilities without any interference to, or degradation of the high fidelity basic audio channel. These demonstra-

**top service ...top selling ability on KCMO Farm Radio**

# JACK and the CORNSTALK

## and how it grows in Mid-America

The KCMO Community Corn Club Contest is just a single example of Jack Jackson's stature among Mid-America farm groups. Jack, who is KCMO's Director of Agriculture, organized the first contest of its kind in Mid-America three years ago.

Since then, scores of rural and small-town civic groups have sponsored thousands of farmer-contestants in the competition to grow more and better corn.

This kind of progressive farm radio service has brought Jack numerous honors, including the current presidency of the National Association of Television and Radio Farm Directors.

Jack and his staff are either on the air or on the road the year round, serving the Mid-America farmer . . . and making sales grow for a number of sponsors.

His associates, Bruce Davies, Market Reporter and George Stephens, Farm Reporter, constitute an active, completely coordinated department operating full-time on KCMO-Radio.

***Call KCMO or your Katz man for the full story on KCMO Farm Radio.***

**KCMO radio**

**50,000 watts at 810 Kc.**

125 East 31st Street, Kansas City, Mo.
or The Katz Agency.

*"It's a Meredith station"*

tions have involved several methods and mediums."

Mr. deNeuf asserted RRN is "the largest if not the only fm broadcasting system which regularly operates on a radio relay basis between 13 fm stations. He said RRN has successfully transmitted facsimile over the network on a multiplex basis. This consisted of textual material, photographs, weather maps and other graphic material from the Columbia School of Journalism to a number of receiving points in upstate New York. This was done simultaneously with the regular aural broadcasting activities."

Further practical development of obtaining additional services from existing fm broadcast allocations has received little encouragement, he contended, "simply because operators were reluctant to expend the necessary time, effort and funds on such developments when there existed no indication from the Commission as to whether it would permit such operation on a regular basis."

The nature of some specialized services is such that they do not require and cannot economically justify the cost of multiplex equipment to accomplish the objective, Mr. deNeuf pointed out. He said "simplex operation is sufficient. An example of this would be an audio function of specialized nature operating out of conventional broadcasting hours."

The RRN executive thought the proposal "is certain to give impetus to new developments . . . It not only should be encouraging to fm operators, but since additional services can be provided without consuming additional space in the radio frequency spectrum the proposal is most definitely in the public interest."

## FCC Grants 6 New Ams, Changes to 2 Outlets

SIX new daytime am stations were authorized by FCC last week for Murphysboro, Ill.; Franklin, Ky.; Amory, Miss.; Church Hill, Tenn.; Rogersville, Tenn., and Paducah, Tex. Improved facilities went to KODL The Dalles, Ore., and WKIN Kingsport, Tenn.

Details of the new grantees are:

Jackson County Broadcasting Co., 1420 kc, 500 w daytime at Murphysboro, Ill.; Franklin Broadcasting Co., 1220 kc, 250 w daytime at Franklin, Ky.; Charles C. Boren Jr., 1580 kc, 5 kw daytime at Amory, Miss.; Twin Cities Broadcasting Co., 1260 kc, 1 kw daytime at Church Hill, Tenn.; Rogersville Broadcasting Co., 1370 kc, 1 kw daytime at Rogersville, Tenn., and Paducah Broadcasting Co., 1370 kc, 500 w daytime for Paducah, Tex.

KODL received approval to change from 1230 kc with 100 w night and 250 w day to 1440 kc with 1 kw unlimited, directional night. WKIN was granted a boost in power on 1320 kc daytime from 1 kw to 5 kw.

## FCC Approves 5 Am Sales

SALES of five radio stations were approved by FCC last week. They included:

WKLJ Sparta, Wis.—Transfer of control of Sparta-Tomah Broadcasting Co. through sale by Victor J. Tedesco et al of all stock for $31,500 to John F. Monroe and five others.

KVAS Astoria, Ore.—Assignment of license to Lower Columbia Broadcasting Co. for $4,750 from William Ohlman, receiver for KVAS Inc.

WDNE Elkins, W. Va.—Assignment of license from W. Va. Radio Corp. to Queen Sylvia's Publications Inc. for $50,000.

WCRL Oneonta, Ala.—Assignment of license from Pat M. Courington to Blount County Broadcasting Service for $12,000.

WAIR Winston-Salem, N. C.—Assignment of license from WAIR Broadcasting Co. to Radio Winston-Salem Inc. for $30,000.





# DIX, PHILIPS HEAD WOR, WOR-TV SALES

**NBC Cleveland sales executives William Dix Jr. (WTAM) and Charles Philips (WNBK [TV]) named as WOR and WOR-TV New York sales managers, respectively.**

CHANGES in the top management of both radio and television sales departments highlighted a series of developments at General Teleradio's WOR-AM-TV New York last week.

Dipping into NBC's Cleveland executive setup, the stations named William P. Dix Jr., sales manager of NBC-owned WTAM Cleveland, as sales manager of WOR, and Charles Philips, sales director of NBC-owned WNBK (TV) Cleveland, as sales manager of WOR-TV, both effective Feb. 1.

Mr. Dix

The new sales heads replace three WOR and WOR-TV executives who, the announcement said, have resigned as of Jan. 31: Robert C. Mayo, sales director of both WOR and WOR-TV; John F. Sloan, WOR-TV sales manager, and William Crawford, WOR sales manager.

In the meantime it also was announced that WOR-TV now is ready to move the rest of its facilities to new studios in the Empire State Bldg., and, at the same time, that WOR-TV's existing 67th Street studios are being leased to NBC-TV for three years with options for extension.

The move from the 67th Street studios into more compact ones in the Empire State Bldg. brought corollary changes:

WOR-TV's *Broadway Tv Theatre*, which when launched in the fall of 1952 was hailed as revolutionary in that it presented the same show from past Broadway hits live each night for a week, will be discontinued after the Jan. 29 performance. *Harlem Detective* was dropped last Wednesday. Both were produced in the 67th Street studios and the discontinuances, officials said, will remain in effect "at least until WOR-TV's staff can acquaint themselves with the obvious problems of producing live shows in much more compact studios" in the Empire State Bldg.

### New Shows Announced

Almost a dozen new shows, both live and film, were announced as part of the changes. These include *The Coro Fashion Show*, Living *by Design*, *Sloan Simpson Show*, *Herald-Tribune Youth Forum*, *Music for Children*, *Tales of the Unknown*, and *The Man From Times Square*, all live productions, and the *Captured*, *Paragon Theatre*, and *Inner Sanctum* film series. With the new programming WOR-TV is extending sign-off time from 11 to 11:30 p.m.

Gordon Gray, who took over Jan. 1 as General Teleradio vice president in charge of WOR and WOR-TV, said in announcing the move to the Empire State studios and the new programs:

"With the completion of these moves WOR-TV will be in a better position than ever to give advertisers the best dollar's worth they ever had. Transmitting with increased power from the Empire State Bldg., using the compact, economical, intimate techniques devised by Program Director Lawrence Menkin, and consolidating our operations in our Empire State Bldg. studios are all elements in the plan to put audience-attracting tv vehicles within the reach of advertisers of all financial strata."

Referring to the changes in sales heads, Mr. Gray said:

"I sincerely regret the resignation of these men [Messrs. Mayo, Sloan and Crawford] after so many productive years. WOR and WOR-TV are very fortunate to be able to welcome as their successors Bill Dix and Charles Philips, whose sales records have been little short of sensational."

## Stewart to Manage DuMont's KCTY (TV)

APPOINTMENT of Donald A. Stewart, who has been associated with the DuMont organization since 1944 in various station and manufacturing executive capacities, as general manager of DuMont's newly acquired KCTY (TV) Kansas City was announced last week.

Ted Bergmann, director of the DuMont Television Network, noted that the appointment marks Mr. Stewart's return to the station management field, where he became "widely known for his highly successful management of DuMont's owned-and-operated station, WDTV (TV) Pittsburgh." Mr. Stewart headed the station from the time it went on the air on Jan. 11, 1949, until June 1951, when he became administrative assistant to the director of the DuMont Television Network in New York headquarters.

Mr. Stewart

Mr. Stewart, who served most recently as national manager of new market development for the television receiver sales division of Allen B. DuMont Labs. Inc. in East Paterson, N. J., took up his new duties at KCTY last Monday. The station was purchased two weeks ago by DuMont Labs. [B•T, Jan. 4], and will be operated as a unit of the network, which is a division of the corporation.

KCTY, which operates on uhf ch. 58, is said to be the first uhf station to be owned and directed by a network. Studios are in the Pickwick Hotel.

## Tribute to KSD-AM-TV

STORY of KSD-AM-TV St. Louis pioneering in the field of communications is told in a special supplement of the *St. Louis Post-Dispatch* commemorating the Pulitzer newspaper's 75th anniversary. The KSD-AM-TV article pays tribute to the stations' public service and to *Post-Dispatch* executives who early recognized the possibilities of the two electronic media, among them George M. Burbach, KSD-AM-TV general manager, who in 1936 "witnessed a demonstration of television in England and . . . recognized its potential as one of the most influential social forces ever devised. . . ." KSD was licensed in 1922 and KSD-TV in 1947.

# ANNUAL REPORT TO OUR ADVERTISERS

Since we make daily reports to our listeners on the business we carry, and the programs we feature, it seems only fair that we make an annual report to our advertisers who make possible this fine broadcasting fare.

First, KVOO listeners have continued to increase in number during 1953. They have made more money than ever before; they have spent more money for KVOO advertised products.

Second, during 1953, every recognized broadcast measurement service has again proved KVOO to have more listeners all of the time than any other station in Oklahoma's No. 1 market. This means your advertising dollars spent on KVOO again bought more listeners at lowest cost per listener.

Third, you'll be interested to know, too, that in 1953 KVOO had one of it's greatest dollar volume years in history.

WHAT'S AHEAD FOR 1954?

Every indication points to another year of expansion and growth in the KVOO market. Construction booms. Population growth is on a steady march. New industry builds new payrolls!

It's a year of opportunity in every field of business in Oklahoma's No. 1 Market, blanketed only by KVOO, Oklahoma's Greatest Station!

To get your share of this prime market, call, wire or write KVOO or your nearest Edward Petry & Company office for availabilities. You'll be glad you did!

**RADIO STATION KVOO**

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

# Two Tv Starters Begin During Week

TWO stations, one commercial and one educational, began operations last week. WEAR-TV Pensacola, Fla. (ch. 3), affiliated with ABC-TV and represented by George P. Hollingbery, began commercial programming Thursday, Mel Wheeler, manager, reported. It is the second station there but first vhf.

Noncommercial WKAR-TV East Lansing, Mich. (ch. 60), started regular programming Friday. Its studios are located on the campus at Michigan State College. This is the third educational tv outlet in operation; the other two are KUHT (TV) Houston and KTHE (TV) Los Angeles.

WRTV (TV) Asbury Park, N. J. (ch. 58), is scheduled to start commercial operation this Friday. Dedicatory program that evening will feature guest appearances by Gov. Robert Meyner and mayors of every community covered by the station, it was reported. Programming will run from 6 to 11 p.m. daily, stressing local events, news and feature films.

Test patterns of WBTM-TV Danville, Va. (ch. 24), went on the air last week and preliminary reports indicate excellent reception 65 miles away, according to Edward G. Gardner, vice president and general manager. Commercial operation is slated for Feb. 8.

### WAPA-TV Set for February

WAPA-TV San Juan, P. R. (ch. 4), scheduled to begin programming next month, will be affiliated with NBC-TV and DuMont and represented by Carribean Networks Inc., New York, George E. Bell, general manager, said. Major part of its RCA transmitter equipment has been delivered.

Work is continuing on the tower of WKNY-TV Kingston, N. Y. (ch. 66), as 100 feet of its tower was raised into place last week, it reported.

WTRI (TV) Schenectady, N. Y. (ch. 35), expects to be on the air Feb. 15, H. C. Wilder, president, said. A 12 kw GE transmitter is being installed. The station will be a CBS-TV affiliate and represented by Headley-Reed.

Rodney A. Quick, general manager, WDSM-TV Superior, Wis. (ch. 6), reported the station is shooting for a March 1 on-the-air date. It is represented by Free & Peters.

Educational outlet KOUW-TV Seattle (ch. 9), U. of Washington, expects to be on the air next September.

Another educational station, WGBH-TV Boston (ch. 2), has begun construction on its transmitter house and also plans to start operation next fall.

Stations due on the air in the next 30 days are:

**ALABAMA**

WMLS-TV Decatur, uhf ch. 23, Feb. 1.

**CALIFORNIA**

KQED (TV) Berkeley-San Francisco, vhf ch. 9, January '54.
KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., January '54.
KSAN-TV San Francisco, uhf ch. 32, represented by Joseph H. McGillvra Inc., Feb. 15.

**FLORIDA**

WINK (TV) Fort Myers, vhf ch. 11, represented by Weed Tv Inc., Feb. 1.

**GEORGIA**

WRDW-TV Augusta, vhf ch. 12 (CBS), represented by Headley-Reed Tv Inc., Feb. 1.
WTOC-TV Savannah, vhf ch. 11 (CBS), represented by The Katz Agency, Feb. 1.

**KENTUCKY**

WLOU-TV Louisville, uhf ch. 41, January '54.

**MAINE**

WGAN-TV Portland, vhf ch. 13, represented by Avery-Knodel Inc., Feb. 1.

**MASSACHUSETTS**

WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Jan. 25.

**MICHIGAN**

WNEM-TV Bay City-Saginaw, vhf ch. 5, represented by Headley-Reed Tv Inc., Feb. 1.

**NEW HAMPSHIRE**

WMUR-TV Manchester, vhf ch. 9, represented by Weed Tv Inc., Feb. 15.

**NEW JERSEY**

WRTV (TV) Asbury Park, uhf ch. 58, Jan. 22 (granted STA Dec. 10).

**NEW YORK**

WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker Tv Inc., February '54.
WEOK-TV Poughkeepsie, uhf ch. 21, January '54.
WTRI (TV) Schenectady, uhf ch. 35 (CBS), represented by Headley-Reed Tv Inc., Feb. 15.

**OKLAHOMA**

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Feb. 1.

**OREGON**

KPIC (TV) Salem, uhf ch. 24, January '54 (granted STA Aug. 4).

**PENNSYLVANIA**

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., January '54.

**RHODE ISLAND**

WNET (TV) Providence, uhf ch. 16, represented by Paul H. Raymer Co., Feb. 15.

**SOUTH CAROLINA**

WACA-TV Camden, uhf ch. 15, January '54.
WSCV (TV) Spartanburg, uhf ch. 17, January '54.

**TEXAS**

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Feb. 1.

**UTAH**

KUTV (TV) Salt Lake City, vhf ch. 2 (ABC), represented by George P. Hollingbery Co., Feb. 15.

**VIRGINIA**

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Feb. 8.

**WEST VIRGINIA**

WJPB-TV Fairmont, uhf ch. 35, represented by Gill-Perna Inc., Jan. 18.

**WISCONSIN**

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc,, Jan. 26.

**WYOMING**

KFBC-TV Cheyenne, vhf ch. 5 (CBS), represented by George P. Hollingbery Co., Jan. 31 (granted STA Dec. 3).

**WSLS-TV Roanoke, Va., increased its power to 296 kw Jan. 10. In a program commemorating the boost, Fred L. Corstapheny, promotion director, pinned flags on cities in its coverage map as viewers phoned in reporting on clear signal reception. The station reported 525 long distance calls received from points as distant as Wilmington, N. C. (240 air miles away).**

# Patt, Kramer Sum Up WJR Progress in '53

LARGEST spot sales in its history was reported for WJR Detroit in 1953 by President John F. Patt and Vice President- General Manager Worth Kramer at an annual staff conference last week which reviewed the past year.

Mr. Patt said the Goodwill station set a record for its 27 years with local and national program and announcement sales $24,208 above the previous all-time high set for 1952, but added that network revenue declined "a little."

He said the increase in WJR's spot sales was "particularly gratifying" in view of its rejection of more than $200,000 worth of business in 1953 which did not meet the station's "broadcast standards." "We are more interested in meriting the continued confidence of the WJR audience than in merely showing an increased sales volume," he said.

Other WJR accomplishments reported by Messrs. Patt and Kramer:

1. WJR participation in the nation-wide Alfred Politz qualitative study of radio listeners.

2. WJR's public service in airing vital information and providing emergency communications during the Port Huron and Flint tornadoes.

3. Showmanship and ultimate salesmanship displayed in WJR's "Goodwill Cavalcade" presentations to agencies, advertisers and networks.

4. "On-the-spot" reports inserted in WJR newscasts in "full utilization" of radio's "unique flexibility" and which received "wide acclaim."

5. Stressing of essential information services in various WJR programs.

Both Messrs. Patt and Kramer predicted another prosperous year for WJR and the radio industry, based on program renewals and "key time" reservations.

# WNBC Service Spots Set for Fixed Times

IN THE MIDST of a snowstorm that kept New York radio and television stations busy keeping the public informed about traffic conditions, school closings and the prospect for more snow, NBC's WNBC New York last week announced plans for special services broadcasts on a year-around basis.

To be known as the "WNBC at Your Service" campaign and slated to start today (Monday), the project was explained by Hamilton Shea, general manager of WNBC and WNBT (TV), who cited broadcast services provided "during times of storms, disasters and other emergencies. However, we also feel that our concept of complete, regularly scheduled public service announcements, available to the public at all times of the day or night, are just as important when there is no emergency as they are when special emergency broadcasts are required.

"Information concerning traffic, plane and train schedules, market weather and community services is important at all times, not just during emergencies. We feel that the great variety of special services we will provide at a specific time for specific types of announcements will attune the public to the availability of these services and will provide them with the special information they need, when they need it. They can also rest assured that WNBC will be on hand 24 hours a day to keep them informed

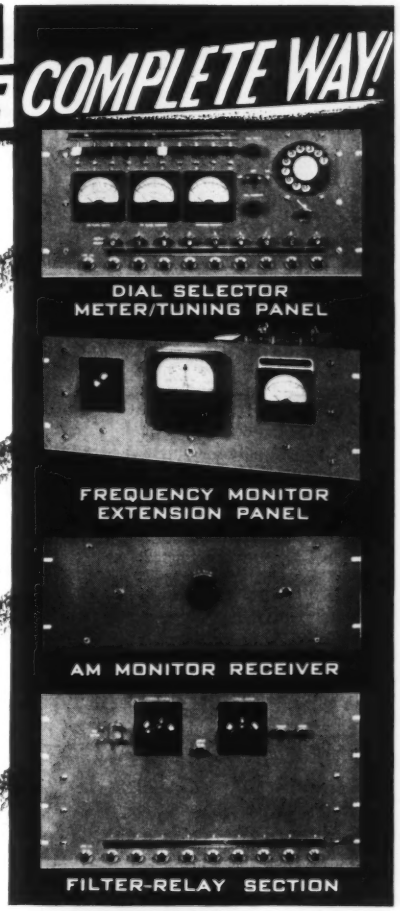
# for *Unattended* OPERATION THE *Gatesway* is THE COMPLETE WAY!

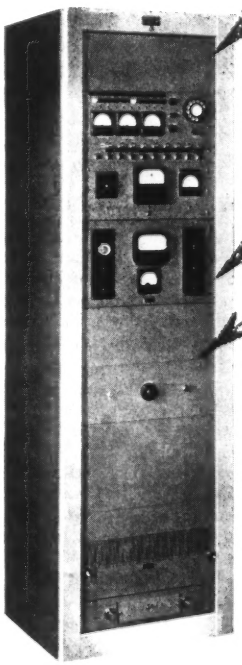
When you buy Gates remote control, you certainly do not buy half a loaf. — The Gatesway is indeed the whole loaf in reliable equipment for unattended operation.

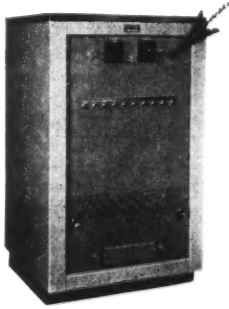
Gates remote control includes rack cabinets for both studio and transmitter, completely wired and ready to use. Motors for remote tuning are supplied with adjustable brackets to fit nearly every application. The antenna and lead-in are standard equipment — or, to the point, we don't believe you will need the help of your local hardware or electrical store to complete the installation.

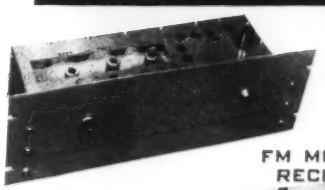
And no equipment of this kind is complete without a national sales and service organization such as Gates can offer. There are five Gates major branches plus a field engineer near you, no matter where you are.

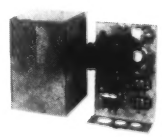
Available for the asking is a new 8-page brochure on Gates complete remote control systems. — By having this informative brochure you will quickly discover why the Gatesway is the COMPLETE WAY and yet costs, in many instances, actually less.





COMPLETE STUDIO REMOTE CONTROL

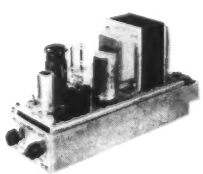

COMPLETE TRANSMITTER CONTROL IN UNDER-WINDOW CABINET

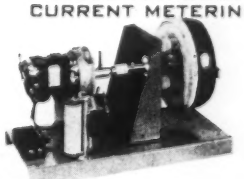

FM MONITOR RECEIVER


TOWER LIGHT INDICATOR

PRIMARY CONTACTOR

DIODE ANTENNA CURRENT METERING


POWER SUPPLIES ARE PLUG-IN


MOTOR TUNING, ALL MOUNTINGS PROVIDED

**GATES**

**GATES RADIO COMPANY** QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg
Los Angeles, 7501 Sunset Blvd
New York, International Div., 13 East 40th St
Atlanta, 13th & Spring Sts
Montreal, Canadian Marconi Co

with the latest and most up-to-date information for their benefit."

The various services will range from tips on planning vacations to assisting the jobless by broadcasting employment availabilities. A regular list of services will be broadcast daily to set the pattern and additional services will be provided throughout the year as required. So that listeners know when to listen for specific types of information, the announcements in each category will be carried at the same time and on the same program each day.

Categories planned at the start include traffic and weather service, train service, school service, flight service, farmers' data, marketing service, community bulletins, pets lost and found, ship service, blessed events, events in New York, employment service, mariners' service, ski information, beach temperature reports, fishermans' service, scholastic sports service and pollen count reports.

A promotional campaign estimated at $250,000 was to be launched today (Monday) to acquaint listeners with the special broadcasts. The campaign is to consist chiefly of full-page newspaper ads and distribution of calendar cards listing the service reports and the times each will be broadcast.

## Tele-Trip Buys KPOA From McCaw, Keating

### The $400,000 sale is believed to be the first to fall under the FCC's new multiple ownership ruling.

IN WHAT is believed to be the first station sale to comply with FCC's new multiple ownership rule limiting am interests by a single entity to seven stations [B•T, Nov. 30, 1953], KPOA Honolulu has been sold by J. Elroy McCaw and John D. Keating for $400,000 to Tele-Trip Co., New York aviation insurance firm. Sale is subject to FCC approval.

Messrs. McCaw and Keating have acquired WINS New York for $450,000 from Crosley Broadcasting Corp. and were required by FCC to give up KPOA and certain other interests [B•T, Dec. 28, 1953]. At the time of the WINS purchase, however, FCC already had pending an order for Messrs. McCaw and Keating to dispose of KPOA under the Commission's duopoly rule when the pair joined with KGU Honolulu in the purchase of KONA (TV) Honolulu.

It is expected FCC will be asked to issue a certificate for tax relief in the KPOA sale.

The KPOA transaction was announced last week by Howard E. Stark, New York radio-tv station broker, who handled the negotiations. KPOA will be transferred to Radio Hawaii Inc., a 100% subsidiary of Tele-Trip Co.

Principals in Radio Hawaii Inc. are President John M. Shaheen, president of Tele-Trip, and Finley Hollinger, executive vice president and general manager. Mr. Hollinger is KPOA general manager. This is the first venture into radio for the Tele-Trip group, it was reported.

Mr. Shaheen said that "on behalf of his company's stockholders and directors he was happy to announce the expansion of business activities to Hawaii in view of the impending Congressional bill to grant statehood to Hawaii. Opportunities for business development are increasing in the Hawaiian Islands and we believe that our companies' services will participate in this growth."

KPOA operates on 630 kc with 5 kw fulltime and is an MBS outlet. Under Mr. Hollinger's direction, the new owners plan to continue the present management policies and personnel, according to Mr. Stark's announcement.

Directors of Radio Hawaii Inc. include Eugene duPont III, Wilmington; H. J. Rand, Cleveland; John G. Getz Jr. and Roger Q. White, Chicago; Henry B. Lamy Jr., Philip Gandert, Joseph P. Kane and Mr. Shaheen of New York; and Mr. Hollinger.

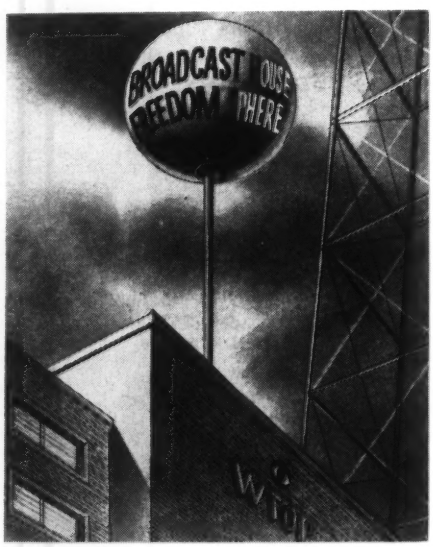
FCC's approval to the WINS sale also requires Mr. McCaw to give up his holdings in either KILA Hilo, Hawaii, or KORC Mineral Wells, Tex. Mr. McCaw also has interests in KONA (TV); KLZ-AM-FM-TV Denver; KELA Centralia, KYAK Yakima and KALE Richland, Wash., and KYA San Francisco. Mr. Keating has interests in KONA (TV), KILA and KYA.

## WTOP's Broadcast House Sets 5 Weeks of Dedication

FIVE WEEKS of community participation events will feature opening of the new $2 million Broadcast House of WTOP-AM-FM-TV Washington. Located just off upper Wisconsin Ave. on the highest hill in Washington, the project is nearly complete.

Over 300 organizations and 550 schools will take part in 33 dedicatory days. They will be represented, along with other business and civic agencies, by documents to be placed inside an aluminum "Freedom Sphere," to be mounted as a landmark atop the building as a symbol of community participation.

Before installation the sphere will be taken around Washington to community events, at which memorabilia of Washington life will be placed inside. The sphere will endure 1,000 years, according to Kaiser Aluminum & Chemical Corp., its builder.




**ARTIST'S conception of the aluminum "Freedom Sphere" to be mounted as a community landmark atop the new WTOP-AM-FM-TV Washington Broadcast House.**

The new Westinghouse Electronic man, "Electro," and an accompanying robot dog, will have their world debut Feb. 2 at the Washington Ad Club's "Broadcast House Day." The robot man is 7½-feet tall and walks, eats, smokes and talks.

## Everywhere You Go

AGREEMENT has been concluded by WCBS-AM-TV New York with the Port of New York Authority whereby the two stations will be promoted on Port Authority billboards and signs at bridges and tunnels entrances. According to Port Authority statistics, more than 73 million automobiles yearly use the six bridges and tunnels where the WCBS-AM-TV signs will be located.

## WJBK-TV's New Tower Put in Operation

STORER Broadcasting Co.'s WJBK-TV Detroit started regular use of its new transmitting tower—described as the tallest in Michigan and tied for second tallest in the U. S.—last Tuesday and presented a special program to mark the event at 7:30 that evening.

Featured on the program were President George B. Storer; Michigan's Gov. J. Mennen Williams; U. S. Sens. Homer Ferguson (R-Mich.) and Charles A. Potter (R-Mich.); Detroit Mayor Albert Cobo and U. S. Rep. George A. Dondero (R-Mich.), representing the district in which the new tower stands. Mr. Storer in a short talk noted that the move to the tower, with use of 100 kw power (FCC maximum), increases WJBK-TV's coverage area by 40%.

The tower was said to be 1,057 feet tall, same as WBEN-TV Buffalo's, and two feet less than WSB-TV Atlanta's. WJBK-TV is on ch. 2.

## KWTV (TV) Hosts Agency, Ad People at Luncheon

AS PART of an extensive station promotion effort, KWTV (TV) Oklahoma City today (Monday) begins a series of luncheons in New York for national advertisers and agency personnel to acquaint them with information of the station's market, program, facilities and audience promotion.

Luncheons will be held daily through the next two weeks for representatives of a total of 40 advertisers and their respective agencies. Presenting data about KWTV (TV) will be John Griffin, president of the Oklahoma Television Corp., owners of the station; Fred L. Vance, sales manager, and Montez Tjaden, director of promotion, staff members, Avery-Knodel Inc., national sales representatives of the station, will be present at each of the luncheons.

KWTV (TV), which began operations in December on vhf ch. 9, is a basic CBS-TV affiliate. According to a station spokesman, KWTV (TV) is in the process of completing a 1,556-foot tower from which it will start transmitting shortly. Edgar T. Bell is executive vice president and general manager of the station.

## WSAZ-TV Boosts to 100 Kw

WSAZ-TV Huntington, W. Va., reports improved reception in its fringe areas in Kentucky, Virginia, West Virginia and Ohio, as a result of its transmitting with the FCC-authorized maximum power, 100 kw, for ch. 3.

Lawrence H. Rogers, vice president and general manager of the station, said calls were received from places as distantly separated as Pikeville and Morehead in Kentucky.

# You've got to

# ACT FAST!

## 1/2 sponsorship of WASHINGTON SENATORS Baseball Games on radio now available!

This is the hottest buy in Washington, D. C. It's going to be snapped up in no time. You'd better act fast. Call your nearest John Blair man—listed below . . . or HERMAN PARIS, collect, STerling 3-3800, Washington, D. C., for details. Don't dilly-dally. This can't last long!

**The sports station in the nation's capital**

# WWDC

***Represented nationally by John Blair & Co.***

**BOSTON**—Statler Office Building, 20 Providence Street, Boston 16, Massachusetts . . . . . Phone—Hubbard 2-3163
**CHICAGO**—520 North Michigan Avenue, Chicago 11, Illinois . . . . . Phone—Superior 7-8659
**DALLAS**—Rio Grande National Building, Field and Elm Streets, Dallas, Texas . . . . . Phone—Randolph 7955
**DETROIT**—524 Book Building, Detroit 26, Michigan . . . . . Phone—Woodward 1-6030
**LOS ANGELES**—6331 Hollywood Boulevard, Los Angeles 28, California . . . . . Phone—Granite 6103
**NEW YORK**—Chrysler Building, East, 150 East 43rd Street, New York 17, New York . . . . Phone—Murray Hill 2-6900
**ST. LOUIS**—1037 Paul Brown Building, St. Louis 1, Missouri . . . . . Phone—Chestnut 5688
**SAN FRANCISCO**—3012 Russ Building, San Francisco 4, California . . . . . Phone—Douglas 2-3188

# WORD, WDXY (FM) Sold to WNOK Owners

## Spartan Radiocasting sells the stations to the Columbia principals for $150,000.

SALE OF WORD Spartanburg, S. C., and associated WDXY (FM) for $150,000 to principals in WNOK-AM-TV Columbia, S. C., was reported last week by WORD President Walter J. Brown. Sale is subject to FCC consent.

Spartan Radiocasting Co.'s disposition of WORD is in accord with conditions of its authorization for a new tv station there on vhf ch. 7, granted after dismissal of a competing application by Broadcasting Co. of the South, operator of WSPA there and a subsidiary of Surety Life Insurance Co. Spartan has purchased WSPA for $400,000, also subject to Commission approval [B•T, Nov. 30, 1953].

WORD and WDXY are sold to a new corporation, WORD Inc., headed by Irwin Kahn, chief owner of WNOK-AM-TV; H. Moody McElveen Jr., WNOK-AM-TV general manager, and B. F. Kurtz. Mr. Kahn is president of WORD Inc.

WSPA is a CBS affiliate, assigned 5 kw on 950 kc, directional night. WORD, affiliated with NBC, operates on 910 kc with 1 kw, directional day and night. Transfer applications are to be filed at FCC soon, it was indicated.

Mr. Brown at one time was manager of WSPA and was founder of WORD. The operations were separated when FCC promulgated its duopoly rule. Aside from WSPA, Broadcasting Co. of the South also owns WIS Columbia and WIST Charlotte, N. C. It controls WIS-TV Columbia, with former stockholders in WMSC there holding part interest.

# WCBS-TV Revenue Gains 34% in 1953—Lawrence

TOTAL revenue of CBS-TV's WCBS-TV New York during 1953 exceeded that of 1952 by 34%, with local and spot revenues gaining 35%, Craig Lawrence, station general manager, has reported.

Mr. Lawrence said WCBS-TV increased programming hours 24% in 1953, and noted that a 48% gain in local programming accounted for a substantial portion of the over-all increase. He said educational and religious program time had been increased 100% and other public service programming expanded.

Crediting daytime advertising with "a good share" of the climb in local and spot revenue, Mr. Lawrence declared:

"Daytime announcement revenue ran 58% ahead of a year ago, while the program and participation business was double that of last year. For all types of service in the daytime the increase was 73%."

Mr. Lawrence said because of the increase in the number of homes served by WCBS-TV and higher ratings of its programs, the station boosted its Class A hour rate on April 1 from $4,000 to $4,500, and again on Sept. 15 to $4,800.

# Campbell Named Manager For KOTV (TV) Tulsa

DICK CAMPBELL, in Southwest broadcasting and television for a decade and local program director of KOTV (TV) Tulsa, has been named KOTV station manager, according to Helen Alvarez, general manager and vice president of Wrather-Alvarez Inc. Miss Alvarez, part owner of KOTV, continues as general manager.

Mr. Campbell

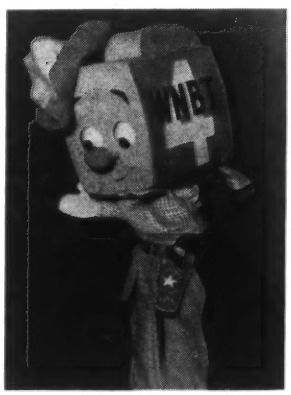
Mr. Campbell joined KOTV in 1952 as an announcer. Previously he had been program director and news editor of KOME Tulsa, and general managegr of the station for four years. A native Kansan, he began his radio career in 1936 as an announcer and sales representative at KGNO Dodge City. Later he was with KFBI Wichita and KGGF Coffeyville, Kan.

# KSTM-TV Boosts to 275 kw

KSTM-TV St. Louis, ABC-TV outlet on uhf ch. 36, Jan. 7 increased visual power to 275 kw, Marshall H. Pengra, president, has announced. KSTM-TV has been on limited power since it went on the air Oct. 23, 1953.

# Messrs. 'Lookit' & 'Four' Make the Break

## Puppets at WCBS-TV and WNBT (TV) now are trying their hands with commercials at station breaks promoting shows and stars that appear on their respective stations.




PUPPETS, which from the first days of television have shared the spotlight and the public favor with live entertainers before the tv cameras, have now expanded their operations into the field of commercial announcing. New York viewers in recent weeks have become well acquainted with "Mister Lookit," who pops up between shows on WCBS-TV to plug other CBS video programs, and "Mister Four," who performs similar chores for NBC's teleshows on WNBT (TV).

"Mister Lookit" is a jester puppet, wearing the traditional cap and bells, who, according to CBS-TV, "lives in your television set . . . just leave the dials turned to WCBS-TV and he'll be along in no time.

"He may seem impertinent at first, but don't let his manner throw you. Like most show people, he's merely trying to be entertaining. Admittedly, he's a ham, but we think you'll find him pretty valuable to have around. He'll keep the inside of your picture-tube clean, he'll battle the static and he'll help to unscramble the ghosts in your set. Most important of all, however, he'll keep you posted on the best shows on television—the shows on the CBS Television network."

"Mister Four" is a puppet "but he's no dummy," WNBT said in its introductory ad for him in New York newspapers. "Actually, he's real smart," the copy read. "Without moving a muscle or ever touching the dial on his tv set, he watches the finest in all television . . . He pops into sight between programs on ch. 4 and calls your attention to NBC shows so spectacular they excite even his mahogany heart.

"Rather stylish is Mister Four. Always dresses for the occasion. Describes a western program wearing chaps. Chats about our fancy evening-time shows garbed in white tie, topper and monocle, and trousers."

Noting that "Mister Four" is not the only "symbolic puppet in New York television," the WNBT ad reported "there's a new puppet too on one of our delightfully competitive tv stations. And while we would be the last in the world to start a Hatfield-McCoy between two puppets, we must report that our puppet thinks our neighbor's puppet has sawdust in his head."

This slur has so far been ignored by "Mister Lookit" and by William Golden, creative director of the CBS Television advertising dept., which brought the jester puppet into the world of television and promotion. Filmed by Punch Films in a series of 132 different 20-second trailers for CBS video programs, "Mister Lookit" is available to all of the network's tv affiliates.

In contrast, "Mister Four" is strictly a WNBT employe, confining his activities to the New York area served by that station. He is the brainchild of Max Buck, director of advertising, sales promotion and merchandising for the station.

# *Ever look at your house this way?*

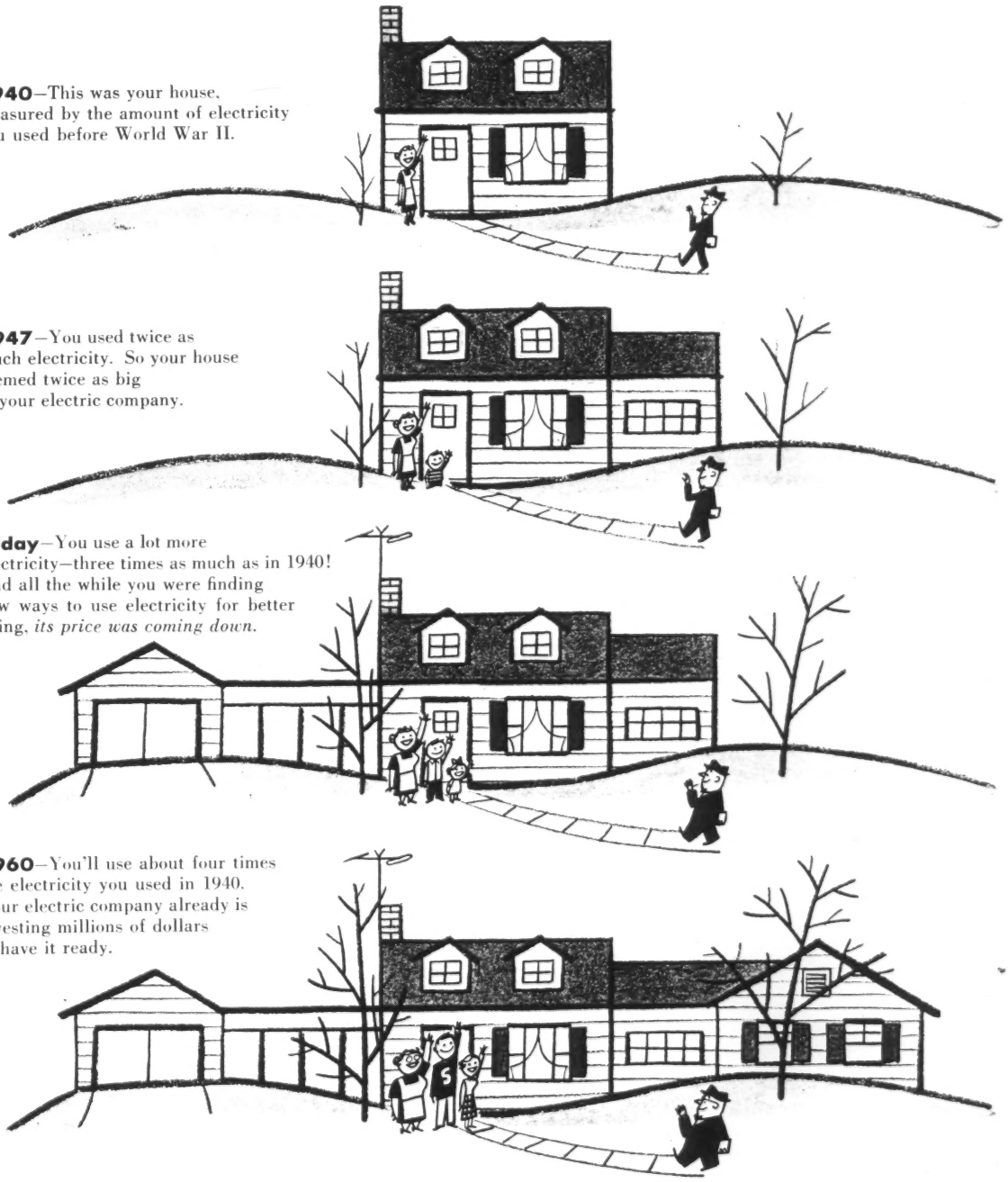
**Your electric company does!**

**1940**—This was your house, measured by the amount of electricity you used before World War II.

**1947**—You used twice as much electricity. So your house seemed twice as big to your electric company.

**Today**—You use a lot more electricity—three times as much as in 1940! And all the while you were finding new ways to use electricity for better living, *its price was coming down.*

**1960**—You'll use about four times the electricity you used in 1940. Your electric company already is investing millions of dollars to have it ready.



This means that the electric light and power companies of America are planning and building well ahead for the nation's growing electric future. Their $10 billion expansion program is the largest in *all* industrial history. America's business-managed electric companies prove daily that they can meet the country's electric needs. In view of this, you have the right to ask whether *any* federal government electric power projects—paid for with your tax money—are really necessary. *America's Electric Light and Power Companies**.

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine

## Paglin, Ray Purchase KATL From Talbot for $157,000

SALE of KATL Houston, Tex., by William Harry Talbot to Jules J. Paglin and Stanley W. Ray Jr., owners of three Louisiana stations, for $157,000 was announced last week. Sale is subject to FCC approval; application was filed last Thursday.

KATL began operating in 1947, has 5 kw on 1590 kc, directional night. It has no network affiliation, and is represented by Joseph Hershey McGillvra Inc. Its assets were listed as $133,142.69, with current assets of $56,583.17. Current liabilities totaled $9,748.63. In 1953, KATL lost $30,999.12, the application showed.

Messrs. Paglin and Ray own WBOK New Orleans, KAOK Lake Charles, and WXOK Baton Rouge, all Louisiana.

Terms of the agreement call for a cash settlement of $82,366.85 after FCC approval, and $75,000 to be paid over three years. Purchase is of all capital stock of Texas Broadcasters Inc., licensee of KATL.

## Sisler Lauds Atkinson

TRIBUTE was paid last week to the late George Cook Atkinson, 41, vice president-general manager of KEAR San Mateo, Calif., by S. A. Sisler, president of the station. Mr. Atkinson's death [AT DEADLINE, Jan. 11] took place while he was on leave from the station because of poor health. Mr. Sisler, who will add the late KEAR general manager's duties to his own, said of Mr. Atkinson:

"George Atkinson did much to help build KEAR as the good music station of the San Francisco area. His tragic death will be felt by us most keenly, for many of the obstacles he had fought over are now about to be turned into successes. Our imminent increase to 10 kw took a great deal of George Atkinson's planning."

Mr. Atkinson went to KEAR in 1951 from WQXR New York and had been in radio a number of years, starting in Providence, R. I.

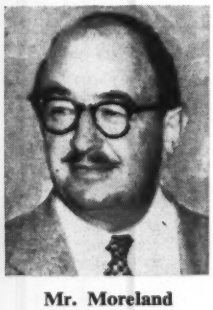
## Voorhis, Moreland Named At WMC Memphis Stations

APPOINTMENTS of Richard H. Voorhis as manager in charge of am and fm operations, and of Earl Moreland as assistant general manager in charge of tv, were announced last week by H. W. Slavick, general manager, WMC-WMCF (FM)-WMCT (TV) Memphis.

Mr. Voorhis previously was with NBC and CBS in New York. He began his radio career in 1946 at WUSN Charleston, S. C., where he later became sales manager. In 1949 he was general manager of KRUX Phoenix.

Mr. Moreland formerly was commercial manager of both the radio and tv stations.

Mr. Voorhis



Mr. Moreland



# MBS, AFFILIATES MEET TODAY IN BILOXI

### Agenda includes Tuesday session wherein network officials will answer questions of station executives.

APPROXIMATELY 180 executives of stations affiliated with Mutual Broadcasting System had signified by last Thursday that they intended to be on hand for the MBS Affiliates' Convention which gets underway at Biloxi, Miss., this morning (Monday), and Victor C. Diehm, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, estimated that by the time the sessions open about 400 persons, including wives of executives, would be there.

Network officials, who relayed these estimates to Mr. Diehm, meanwhile, released final details of the agenda set up by affiliate leaders to hear and discuss the network's plan in programming, sales, advertising, and promotion, and to exchange views on the network's currently-shelved plan to pay affiliates in free programs instead of money.

The agenda, following the lines laid out by Mr. Diehm earlier [B•T, Jan. 11], calls for today's session to be opened at 9:15 a.m. by Mr. Diehm, followed at 9:20 by programming reports by Vice Presidents Herbert Rice and B. J. Hauser, the latter laying out co-op program plans, and then by a report by President Thomas F. O'Neil. After lunch the affiliates will hear Administrative Vice President Robert A. Schmid report on advertising, promotion, and sales in a session slated for 2 p.m., and then at 3 p.m. will go into a closed meeting to discuss what they have heard. Tuesday's proceedings, also starting at 9:15 a.m., will consist of an open meeting between the affiliates and the network management, with MBS officials answering questions posed by station executives.

The MBS delegation as announced last week will include, in addition to President O'Neil and Vice President Schmid, Rice, and Hauser, the following:

**J. Glen Taylor, administrative vice president in charge of policy; E. M. (Pete) Johnson, adm. vice president in charge of production, station relations and engineering; Adolf N. Hult, vice president in charge of sales; Julius F. Seebach, vice president in charge of program production; John Poor, general counsel for General Teleradio Inc., which controls Mutual and operates other General Tire & Rubber Co. radio-tv properties; George Ruppel, Mutual treasurer; Charles Godwin, director of station relations; Robert Carpenter, assistant director of station relations; Robert Kennett and Charles King, station relations contact representatives; Roy Danish, director of commercial operations, and Francis X. Zuzulo, director of press information.**

Two members of the MBS board will be on hand aside from President O'Neil. They are Benedict Gimbel, WIP Philadelphia, and Ted Campeau, CKLW Detroit-Windsor.

Entertainment plans call for dinner at 6:30 p.m. today with a program featuring entertainers Lanny Ross, Jimmy Nelson, Johnny Olson, and others, and for the wives of affiliate members of network executives to be the guests tomorrow of Bellingrath Gardens.

**SEVEN newly-elected members (seated) of the Mutual Affiliates Advisory Committee line up with seven other members who will meet with affiliates today and tomorrow at Biloxi, Miss. Committee held its organizational meeting last November, when it was decided to shelve the new affiliation plan [B•T, Nov. 9, 1953]. Standing (l to r): E. J. McKellar, KVOX Moorhead, Minn.; Victor C. Diehm, WAZL Hazleton, Pa.; Wendell Mayes, KBWD Brownwood, Tex.; Robert McRaney, WCBI Columbus, Miss.; Jack Younts, WEEB Southern Pines, N. C.; Rex Howell, KFXJ Grand Junction, Colo.; Hugh Potter, WOMI Owensboro, Ky. Seated (l to r): M. C. Watters, WCPO Cincinnati; Collin Lowder, KLO Ogden, Utah; Boyd Kelley, KTRN Wichita Falls, Tex.; Carter C. Peterson, WCCP Savannah; Don Campbell, WILD Birmingham; John M. Walter, WJPG Green Bay, Wis.; Roy Thompson, WRTA Altoona, Pa.**

## NBC Hollywood Shift Announced by West

ORGANIZATIONAL changes at NBC Hollywood were announced last week by John West, vice president in charge of the Pacific Division.

Reporting to Frederic W. Wile Jr., who has been transferred to Hollywood as vice president in charge of the West Coast tv network programs division [B•T, Dec. 28, 1953], will be Frank Cleaver, tv network program manager, and Thomas W. Sarnoff, production director of the West Coast tv programs division.

Reporting to Thomas C. McCray, new director of the West Coast radio network division, will be Harry Bubeck, radio network program manager.

Mr. Sarnoff will work with Mr. McCray on production and business matters for the radio network division. Reporting to Mr. Sarnoff will be Joseph L. Kubin, new divisional business manager; Maurice Corwin, newly transferred from New York as manager of broadcast operations, and Robert D. Thompson, new manager of film and kinescope operations and services.

Reporting to Mr. Sarnoff, under his additional duties as supervisor of the Pacific Division's general financial affairs under Mr. West, will be Frank V. Dellett, controller. Carol Ewing, new assistant controller, reports to Mr. Dellett.

# A Statement on COLOR from Federal Telecommunication Laboratories

In view of the tremendous interest in equipment to meet the new FCC color specifications, we want the Television Broadcasting Industry to know exactly what Federal Telecommunication Laboratories has done and is doing with regard to color equipment.

Federal Telecommunication Laboratories produces a complete line of standard monochrome television equipment. Our VHF and UHF transmitters now incorporate many important basic concepts that meet the new color specifications.

### Two outstanding examples of this are:

- The FCC Specifications require that the 4.5 Mc separation between picture and sound carriers shall be held to ±1000 cps in order to reduce mutual interference between sound and chrominance signals. Federal's transmitters use an exclusively designed circuit to electronically lock the aural transmitter frequency to the visual transmitter frequency with a precision such that the maximum deviation is ±100 cps.
- The FCC Specifications require a minimum phase shift of the chrominance sub-carrier signal with changes in video level to minimize color distortion. All Federal transmitters use mid-level modulation – a system that reduces the phase shift.

At present our engineering staff is completing the development of the remaining minor circuit modifications to enable all Federal transmitters now in the field, as well as those in current production, to transmit color.

Of particular importance is the fact that Federal transmitters have a built-in stabilizing amplifier that is being adapted to accept color inputs. This means that only the addition of a color monitor and a color distribution amplifier will be necessary to satisfy the minimum requirements for the transmission of network color signals.

The cost of these modifications will be nominal and will be published at an early date.

With the present outstanding performance characteristics of FTL's transmitters plus the minor modifications now being completed, you can be certain that Federal transmitting equipment will be fully compatible for the transmission of color as well as black and white.

Distributed by GraybaR ELECTRIC COMPANY

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — DIVISION OF IT&T

**Federal Telecommunication Laboratories**

TELEVISION BRANCH — ROUTE 17, LODI, N. J.

Main Office: 500 Washington Avenue, Nutley, N. J.
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

# MBS, REDLEGS SUED FOR $300,000 BY WNOP

## Anti-trust suit involving 'Game of the Day' broadcast also charges Burger Brewing Co. and Midland Adv.

ANTI-TRUST suit seeking $300,000 in damages has been started by the Tri-City Broadcasting Co., operators of WNOP Newport, Ky., against Mutual Broadcasting System Inc., Cincinnati Baseball Club Co., Burger Brewing Co., Cincinnati, and Midland Adv., Cincinnati.

Complaint filed last Monday in the U. S. District Court for the Southern District of New York by Frederic A. Johnson of New York and Otis M. Bertelman and Morris Weintraub of Newport, attorneys for the plaintiff, contends that a contract entered into by the defendants with respect to the *Game of the Day* baseball program was in violation of several sections of the Sherman Act and Clayton Act, and resulted in loss to Tri-City Broadcasting Co., of $100,000 in general and special damage.

Mutual's *Game of the Day* program carried play-by-play accounts of major league baseball games to various cities. Burger Brewing Co., through Midland Adv., sponsors the games of the Cincinnati Redlegs over WCPO Cincinnati.

The complaint declares there is a contract between Mutual and the Cincinnati Redlegs under which there can be no broadcast of the *Game of the Day* over any radio station located within a radius of 50 miles of Crosley Field in Cincinnati. It notes that the plaintiff's radio station, WNOP, is located within 50 miles of Cincinnati.

Prior to the 1953 baseball season, the complaint continues, Tri-City and Mutual came to "an oral agreement and meeting of the minds and agreed that for the price of $10,000 Mutual Broadcasting System Inc. would furnish to plaintiff's radio station, WNOP, for broadcasting to its listeners, the play-by-play description of *The Game of the Day* each time it was played except when the Cincinnati Redlegs were playing a home game in Cincinnati; and the plaintiff tendered to Mutual Broadcasting System Inc. the sum of $10,000 as the purchase price for the broadcast of said *The Game of the Day* in due and full performance."

### Cites Agreement

The complaint declares that Mutual refused to proceed with its oral agreement with the plaintiff and did not furnish WNOP with any broadcast of *Game of the Day* because of the network's agreement with the Cincinnati Redlegs, thus depriving WNOP from "obtaining the play-by-play broadcast of any major league game for transmission to its listeners in Kentucky, Ohio, Indiana and other states."

In naming Burger Brewing Co. and Midland Adv. as defendants, the complaint declares that in and about 1951 they entered into "a combination" with the Cincinnati Redlegs to give the beer company exclusive use of radio broadcasts of the games played by the Redlegs in that city, "without competition from other broadcasts of major league baseball or from other commercial advertisers using such broadcasts as advertising media."

The court, in a summons, required that defendants file an answer to the complaint with Mr. Johnson within 20 days of Jan. 11.

Mr. Johnson is a specialist in constitutional and corporation law who often is described as a "baseball lawyer," because he has represented several players in suits against the major leagues with respect to the legality of the "reserve clause."


NOW!
WICHITA AREA* PULSE

*To assure an accurate KTVH area survey, Telepulse Report was made in Wichita, Hutchinson, and Winfield.

| TOP 15 NIGHT SHOWS | | TOP 10 MULTI-WEEKLY | |
|---|---|---|---|
| KTVH | 15 | KTVH | 10 |
| STATION X | 0 | STATION X | 0 |

Windy, the bright spirit of TV in Central Kansas, is jumping with joy over the first Kansas Telepulse Report. He's inviting sales-wise advertisers to chart a rising curve with KTVH . . .Nighttime ratings of 53.6 to 35.5 and multi-weekly ratings of 29.7 to 14.3. KTVH sales offices . . . Wichita and Hutchinson; studios in Hutchinson, Howard Peterson, *General Manager*.

KTVH
HUTCHINSON - WICHITA

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS


## Five Renew on CBS Radio

RENEWAL of seven CBS Rad.: programs by five major sponsors was announced last week by John Karol, vice president in charge of network sales, who saw the signings as renewed indication of the advertisers' confidence in radio as a sales medium.

The advertisers, programs and agencies are: Procter & Gamble, *Rosemary*, Mon.-Fri., 11:45-12 noon, through Benton & Bowles; General Foods, *Renfro Valley Sunday Morning Gathering*, Sun., 8:30-9:15 a.m., through Foote, Cone & Belding; Metropolitan Life Insurance Co., *Allan Jackson and the News*, Mon.-Fri., 6-6:15 p.m., through Young & Rubicam, and *Dave Vaile, News* on Columbia Pacific Radio Network, 11:15-11:30 a.m.; William Wrigley Jr. Co., *Gene Autry Show*, Sun., 6-6:30 p.m., through Ruthrauff & Ryan, and *Yours Truly, Johnny Dollar*, Tues., 9-9:30 p.m., through Arthur Meyerhoff & Co.; Campana Sales Co., *Bill Shadel and the News*, Sat., 12 noon to 12:05 p.m., through Wallace-Ferry-Hanly Co.

## KTSA to Join ABC Radio

KTSA San Antonio, Tex., will become affiliated with ABC Radio, effective March 1. KTSA, owned by Sunshine Broadcasting Co., with Charles D. Lutz as general manager, replaces KABC as ABC affiliate. The latter has signed to join CBS Radio on March 1 [B•T, Jan. 4].

# *How President Pettibone nearly bought a Pig-in-a-Poke*

**(OR)**

**DON'T be "REMOTE" in your REMOTE CONTROL THINKING**

Jim Pettibone, President of WHOA AM-FM, was a mighty smart radioman. He was a superlative sponsor seller. He never double-spotted on breaks, knew programming from "A" to "Z", maintained a nice commercial station log. He knew most everything about radio. He didn't know a *BLAMED thing* about Remote Control Systems.

He'd heard about RUST, the pioneer remote control manufacturers.

But he had a pleasant hour's visit from the representative of a well-known "broadcast equipment manufacturer" who nearly sold him an "Imitates Remote Control System."

But then . . . up stepped Ed Brainvoltage, his Chief Engineer. Ed said,

***"JIM . . . LOOK AT THE FACTS, NOT THE CLAIMS — BUY RUST!"***

## *And here are the Facts* Jim learned:*

| | |
|---|---|
| System "I" (for Imitates) has *37* tubes in its remote control system, failure of any one of 10 of which would put Jim's station off the air.<br>**The RUST system has NO TUBES.** | SYSTEM "I" has *16 relays.* RUST has 15 HIGHEST QUALITY relays.<br>SYSTEM "I" has *23 control adjustments.* RUST has *one.* |
| System "I" has *24* tubes at the TRANSMITTER END, failure of any one of six of which would take the station off the air 'til an engineer could be located and sent to the transmitter to replace it.<br>**RUST HAS NO TUBES.** | **RESULT: JIM PETTIBONE JOINS WITH SCORES OF OTHER WISE STATION OPERATORS IN ORDERING THE RUST REMOTE CONTROL SYSTEM.** |

** based on complete systems of comparable capacity*

*MORAL — Write, Wire or Phone . . .*

★

**the rust industrial company, inc.**

608 WILLOW STREET MANCHESTER, NEW HAMPSHIRE, U. S. A.

# AFM DETAILS ITS DEMANDS TO NETWORKS

## Wage increases as well as further employment opportunities are asked.

DEMANDS for a 15% wage increase and approximately 24% rise in number of staff musicians were outlined by the American Federation of Musicians (AFL) to representatives of radio and tv networks at opening sessions in New York last Wednesday and Thursday to negotiate a new contract to replace the current pact, which expires Feb. 1.

These conditions were presented at the initial session by an AFM delegation consisting of James C. Petrillo, president, and Al Manuti, president of Local 802, representing the New York area, and John Tegroen of Los Angeles. Mr. Petrillo left for Florida Wednesday night but returns to New York today (Monday) when Federation negotiations will be continued. Thursday's meeting centered around local problems.

Network representatives included John M. Clifford of the legal department, NBC; Mortimer Weinbach, director of labor relations, and Omar Elder, attorney and assistant secretary, ABC; James E. Wallen, administrative vice president in charge of finance, MBS, and William Fitts, director of labor relations, CBS.

AFM's demands are interpreted as an approach to de-emphasize wage increase proposals and put the emphasis on getting a commitment from the networks to expand employment opportunities by using "live musicians" on all live programs. This view takes significance when it is recalled that initial AFM demands in negotiations in 1951 for the current contract were for a 50% increase [B•T, Jan. 27, 1951], although the final settlement specified a 15% wage increase [B•T, March 19, 1951]. It is believed AFM will settle for less than 15% if assurance is given on expansion of employment opportunities for musicians.

The attitude of musicians' locals throughout the country, concerned with the substantial unemployment of musicians in a period of general prosperity in the past and faced now with a more uncertain economy, was typified in a statement last week by Mr. Manuti, who said:

"We are more interested in jobs than money. Because of the beating musicians have taken as a result of technological developments, our emphasis has shifted to efforts to create additional work. We think it unrealistic to concentrate exclusively on wage improvements when the basic problem in our industry is to put more musicians to work. Our principal goal in these negotiations will be to have musicians employed where they are now using records."

According to a report to the 56th Annual Convention of the AFM last June, an estimated 1,739 musicians were employed steadily at radio stations and networks during 1951. It was pointed out that an accurate figure for television was not available, because in most cases, musicians were utilized on both radio and television. It is estimated that about 235 staff musicians are employed in New York by NBC, CBS, ABC, and Mutual at a base salary of $182.50 a week. Under AFM's latest demands for expansion of network staffs, the number of regular musicians at ABC, CBS and NBC would be raised from the current 65 each to 80 each, and at Mutual, from 40 to 52.

On the other hand, the networks are reported to be considering a concession for themselves with respect to the portion of the contract concerned with music on pre-recorded programs. Under the present pact, musicians are paid premium rates for pre-recorded sessions and the networks are said to be thinking in terms of a rate similar to that for live broadcasts. This position by the networks, according to one source, stems from an ever-increasing desire on the part of tv talent, as was the case in radio, to record programs in advance of actual broadcast.

### Foreshadowed Earlier

AFM's new approach to minimize wage increases and concentrate on gaining concessions for musicians in general, particularly the unemployed, was foreshadowed in an agreement reached on Jan. 6 with the recording manufacturing industry [B•T, Jan. 11]. Though detailed information on the agreement was withheld pending the drawing up of a contract, an announcement pointed out that manufacturers had agreed to make additional contributions to the music performance trust fund, but made no reference to wage increases.

It is understood that the agreement, which will be for five years, will call for increases to the fund to be accomplished in two ways. It is said there will be an added 7½% increase on present contributions made by manufacturers on retail sale of records for two years, and another 7½% increase for the next three years. In addition, the fund will receive from manufacturers 10% of money paid to recording musicians for the first two years, which will be increased by an additional 10% for the next three years.

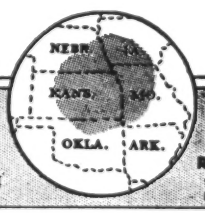
Money provided by the contributions are used by the AFM to put unemployed musicians to work in free concerts in hospitals, parks and in charitable institutions.

This Kansas farm home—and thousands like it all across the state—are islands of buying power in a sea of wheat, corn, cattle and hogs.

What they buy . . . and the brand names they specify . . . are tremendously influenced by WIBW. The reason's simple. WIBW is the station Kansas farm families listen to most—twice as much as the closest competing station.* Let WIBW sell *your* product in this big-buying market with over $1.5 BILLION CASH INCOME.

**Kansas Radio Audience, '53*

WIBW



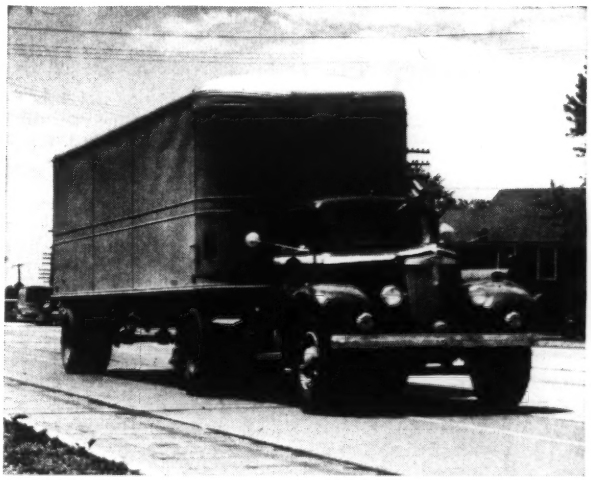

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

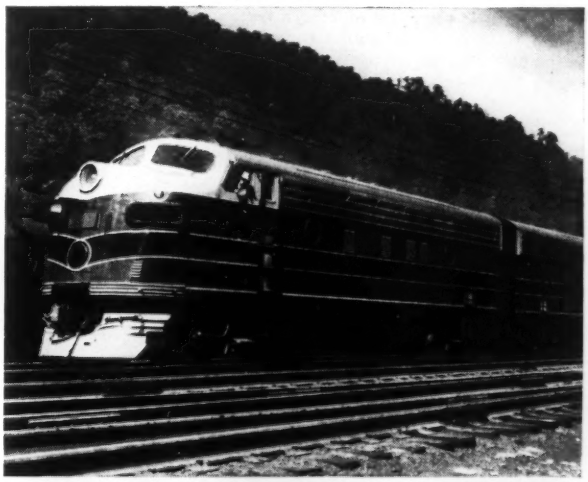
5 RADIO
TOPEKA, KANSAS

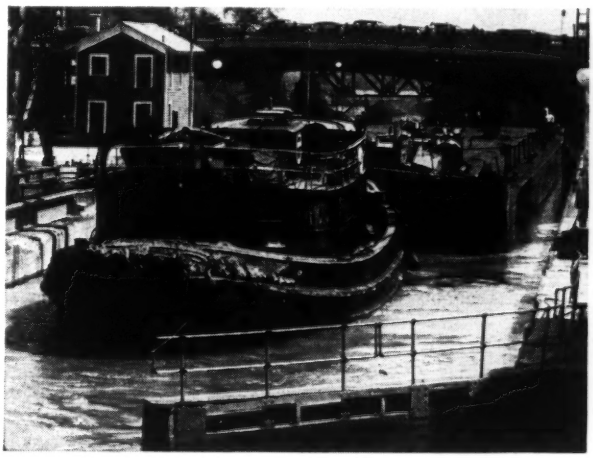
Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

*As an Editor trained in weighing Facts—*

# WHICH OF THESE 4 FORMS OF TRANSPORTATION WOULD *YOU* LIKE TO OPERATE?







We Americans make a great deal of noise about equality of opportunity in this country.

It is quite likely, however, that if you operated one of these four forms of transportation you'd make a lot of noise about *inequality*.

Suppose, for example, you operated a railroad. Naturally, you'd compete with companies using the waterways, the highways and the airways.

Only *you*, however, would have to pay out of your own pocket the cost of building and maintaining your right of way—in addition to paying taxes on it.

Only *you* would have to build and maintain your stations—and pay taxes on them—while various governmental bodies build and maintain airports, waterway facilities, highways, and bus and truck terminals for your competitors.

If you were in the railroads' position, you would undoubtedly feel as they feel: that they are placed in an unfavorable competitive position vis-à-vis other, subsidized forms of transportation—in addition to being burdened with many outmoded federal and state regulations that hinder them from operating at the peak of economic efficiency.

The railroads feel that the public would be better served if competitors in transportation were put on an equal basis—with *all* forms of transportation offering only services their *customers* were willing to pay for, instead of having part of them paid for by the taxpayers . . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

# RCA MAY CONTINUE SUB-LICENSING GE, WESTINGHOUSE PATENTS, COURT FINDS

## Under agreement in 1932 Consent Decree, RCA may continue to sub-license patents granted before the end of 1954 to GE and Westinghouse in specified fields until the patents expire, U. S. District Court for the Delaware District finds.

RIGHT of RCA to sub-license third parties under patents granted General Electric Co. and Westinghouse Electric Corp. on or before Dec. 31, 1954, after that date and until the expiration of the patents was upheld last week by the U. S. District Court for the District of Delaware.

Circuit Judge Albert B. Maris, in the name of the district court, on Monday issued an order denying a motion by General Electric, joined in by Westinghouse, asking that the terms of the Consent Decree accepted by these two companies and RCA on Nov. 21, 1932, be interpreted as terminating RCA's sub-licensing rights at the end of this year. RCA had vigorously opposed this motion.

Whether or not GE would appeal the decision could not be learned immediately. Company spokesmen would go no further than to say GE attorneys were studying the decision carefully and would have nothing to say until that study is completed.

It also was impossible to obtain any accurate estimate as to the value of the sub-licensing rights in dollars and cents. Ernest B. Gorin, RCA treasurer, told B•T the corporation's licensing agreements lump all of the rights, under both RCA's own patents and those secured from other companies, into a single flat fee. Asked if $1 million a year might be a reasonable guess, Mr. Anderson expressed the feeling that that figure is excessively high, but again he stressed the point that there is no way to make an accurate estimate.

Brig. Gen. David Sarnoff, RCA board chairman, recently said RCA's income from patents has been greatly exaggerated and that in reality they had averaged less than $3.5 million a year in the past seven years, with the 1953 net down to less than $2.5 million [B•T, Jan. 11]. Gen. Sarnoff also in that same talk pointed out that for the future such developments as transistors and color television, which are not among the inventions which RCA sub-licenses from GE and Westinghouse, will be most important. RCA is responsible for most of the developments in color tv, he said, and RCA and AT&T in transistors.

### Consent Decree

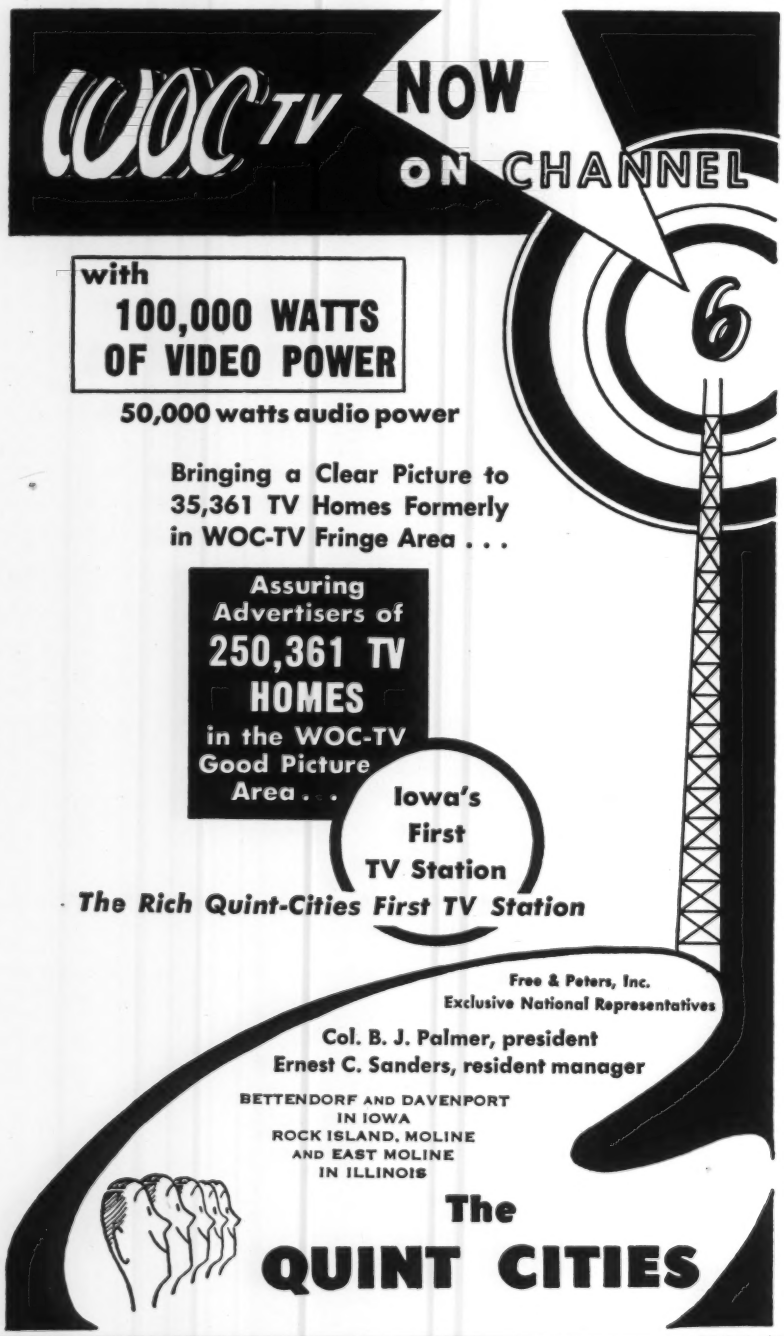
The GE motion, filed June 10, 1953, stemmed from the Consent Decree entered into by GE, Westinghouse and RCA Nov. 21, 1932, following a government antitrust suit. GE and Westinghouse agreed, among other things, to divest themselves of their RCA stock and to change their patent license relations from those the government had complained about to those set forth in an agreement known as Agreement A-1.

Under this new relationship, Judge Maris pointed out in his opinion, "RCA was granted non-exclusive licenses under General Electric's and Westinghouse's patents in specified fields together with non-exclusive rights to grant sub-licenses under those patents to third parties and the right to retain all royalties derived therefrom." GE and Westinghouse, each retaining non-exclusive sub-licensing rights under its own patents, did not, however, get such rights from RCA or from each other. "Thus RCA became, under Agreement A-1, the sole company which could license others in the radio fields under the patents of all three companies, although each could license others under its own patents."

Agreement A-1 is to terminate Dec. 31, 1954, but it provides that the licenses granted under it are to continue for as long after that date as the patents remain unexpired.

"The sole question raised by the present motion is whether the licenses which RCA has thus been granted by Agreement A-1 to continue during the remaining lives of such patents after Dec. 31, 1954, include the right to grant to third parties sub-licenses during that remaining period after Dec. 31, 1954. GE and Westinghouse urge that this right is not given by Agreement A-1 and the government takes the same view. RCA, on the other hand, contends the agreement clearly does confer such sub-licensing rights upon it for the remaining lives after Dec. 31, 1954, of all patents of General Electric and Westinghouse comprehended by Agreement A-1."

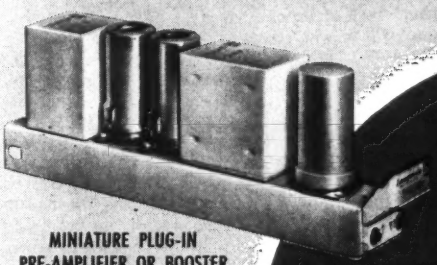
Noting the resolution of this question "is of great importance" both to GE, RCA and Westinghouse and "to the development of the electronic industry in which they are engaged," the

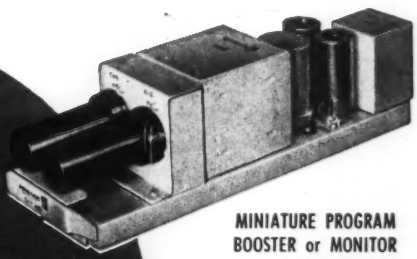


# QUALITY IN MINIATURE!

## Langevin PLUG-IN

# AMPLIFIERS and POWER SUPPLIES





Langevin-engineered to IMPROVE PERFORMANCE!

Miniature-designed to SAVE PANEL SPACE!

**MINIATURE PLUG-IN PRE-AMPLIFIER OR BOOSTER AMPLIFIER TYPE 5116**

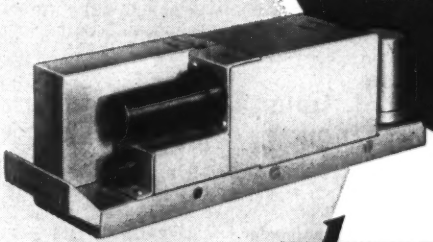
Miniature plug-in two stage, low noise pre-amplifier or booster amplifier. The smallest high performance amplifier of its type that exceeds FCC requirements. Small size, excellent design and plug-in features make type 5116 ideal for installation in consoles and equipment racks. Push button metering facilities and gold plated plugs are standard at no extra cost.

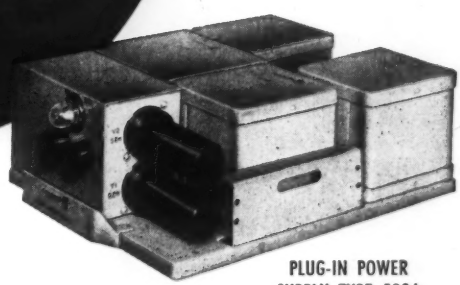
**MINIATURE PROGRAM BOOSTER or MONITOR AMPLIFIER TYPE 5117**

A plug-in two stage, push-pull, fixed gain audio amplifier. The most compact amplifier available for this service. Outstanding quality recommends type 5117 for applications requiring outstanding performance and maximum availability. Push button metering facilities and gold plated plugs are standard at no extra cost.

**–for Radio and Television Broadcast, Recording Studios and Sound Systems**

AVAILABLE IMMEDIATELY FROM STOCK





**PLUG-IN POWER SUPPLY TYPE 5208**

A miniaturized power supply of extremely compact design. Built of highest quality component parts throughout, type 5208 is designed for continuous service. Capable of supplying power for 10 Type 5116 pre-amplifiers or lesser combinations of types 5116 and 5117. Overall length 10¼"; width 2⅝"; height 3".

## Langevin

**PLUG-IN POWER SUPPLY TYPE 5206**

Designed for use with Langevin Miniature Amplifiers. Provides AC for amplifier filaments and well filtered DC for amplifier plate. One unit provides adequate power to operate up to 22 Type 5116 Amplifiers or lesser combinations of Types 5116 and 5117 with separately fused filament and plate supplies.

**–the name synonymous with quality in audio equipment and components since 1923**

NEW! File Catalog for broadcast engineers and sound technicians available without obligation. Request your copy today—just call or write, on company letterhead, to:

**LANGEVIN MANUFACTURING CORPORATION**
37 WEST 65th STREET, NEW YORK 23, N. Y.

*A SUBSIDIARY OF THE W. L. MAXSON CORPORATION*

*EXPORT DISTRIBUTORS:* INTERNATIONAL STANDARD ELECTRIC CORPORATION, 50 CHURCH ST., NEW YORK CITY

THE 2ND HIGHEST

COMMERCIAL RADIO OR TV TOWER IN NEW YORK STATE!

*WROW-TV SITE:
2 miles to Albany; 2 miles to Troy; 11 miles to Schenectady

*ANTENNA HEIGHT:
WROW-TV second highest in New York State . 700 feet.

*POWER:
269,000 watts, using wave guide.

*TOP-RATED ABC:
DuMont—and Selected CBS Shows.

*SELLING POWER:
Super Signal plus Merchandising Plan-Solution to your sales problem!

WROW-TV
CHANNEL 41
ALBANY - SCHENECTADY - TROY

Represented by BOLLING



opinion stated that "it is clearly in the public interest for the court to settle this question. . . ."

After a thorough analysis of the wording of Agreement A-1, Judge Maris concluded that "not only the licenses but also the other rights given by the agreement are to continue insofar as they relate to apparatus made or sold, or business done, under patents acquired prior to Dec. 31, 1954. It would certainly appear that the right to sub-license under any such patent is such a right particularly where as here the business of sub-licensing is a substantial part of the business done by RCA under the patents under which it has received licenses pursuant to the agreement."

## DuMont Makes Entry Into Mobile Radio

ALLEN B. DuMONT LABS is entering the field of mobile radio communications and will develop, manufacture and market DuMont mobile radio transmitter and receiver equipment, Dr. Allen B. DuMont, president, announced Thursday. This part of the DuMont operation will be handled by a newly created department, the Communications Products Division, which also will take over the activities of the company's Television Transmitter Division.

Herbert E. Taylor, formerly manager of the transmitter division, has been named manager of the new division, according to Dr. DuMont, who also commented:

**Entrance of DuMont into the field of mobile transmitter and receiver communications signals another step in the continuing diversification of electronic products developed, manufactured and marketed by DuMont Labs. It launches the company as a major competitor on a nationwide basis in a broad new field with many major markets.**

## Philco Corp. Develops Transistor With Silicon

DEVELOPMENT of a transistor using silicon instead of germanium was announced by Philco Corp. last week. Silicon transistor can operate at temperatures higher than germanium, David B. Smith, Philco research vice president, told the Washington section of the IRE at a meeting Jan. 11. Germanium loses its efficiency at 212 degrees, Mr. Smith said, while silicon retains its transistor properties up to 700 degrees. This permits use of transistors in equipment where great heat is generated, such as guided missiles, jet aircraft, Philco officials said.

This is believed to be the first time anyone has succeeded in producing a transistor with silicon, Mr. Smith said. He also emphasized that silicon transistors are not yet commercially available.

Last month Philco announced the development of a surface barrier transistor, said to operate with higher frequencies and lower power than previous transistors [B•T, Dec. 7, 1953].

## Transmitting Equipment

SHIPMENTS

| Station | Power | Band | Use |
|---|---|---|---|
| Gates Radio Co. | | | |
| KSLV Monte Vista, Colo. | 250 w | am | new station |
| WHDM McKenzie, Tenn. | 500 w | am | new station |
| General Electric Co. | | | |
| WSLI-TV Jackson, Miss. | 5 kw | tv (ch. 12) | new station |
| Radio Corp. of America | | | |
| WAPA-TV San Juan, P. R. | --- | tv (ch. 4) | new station |

## GE Enlarges Broadcast Gear Marketing Staff

ENLARGEMENT of the marketing staff for broadcast equipment in the commercial equipment department of the General Electric Co. in Syracuse was announced last week by Frank P. Barnes, manager of marketing for broadcast equipment, with the appointment of five long-time employes to executive positions.

Products included in the broadcast equipment category are said to include transmitters, antennas and studio gear for radio and both black-and-white and color television stations.

Albert F. Wild, who has been with GE since 1937 in engineering and sales work, was appointed manager of sales in the department. He served most recently as Boston district sales manager.

### Simon Appointment

Appointed as manager of product planning was Charles J. Simon, who has been associated with the company since 1942 in engineering and sales capacities. He assumed his new post from that of district sales manager of broadcast equipment in New York.

C. Wesley Michaels, who has been with GE since 1942 in various sales and marketing posts, was named manager of marketing research and administration. He had been supervisor of marketing services for the commercial equipment department in Syracuse since 1951.

M. Roy Duncan was appointed manager of program service from his post of supervisor of field engineering in the commercial equipment department. He joined GE in 1943 as a student engineer.

Appointed as manager of advertising and sales promotion for the department was Roy D. Jordan, who has been associated with the company since 1927. Following service as a student engineer, Mr. Jordan began a varied career in GE publicity and advertising work in 1928. He served most recently as advertising and sales promotion manager for the commercial and government equipment department, which has been discontinued.

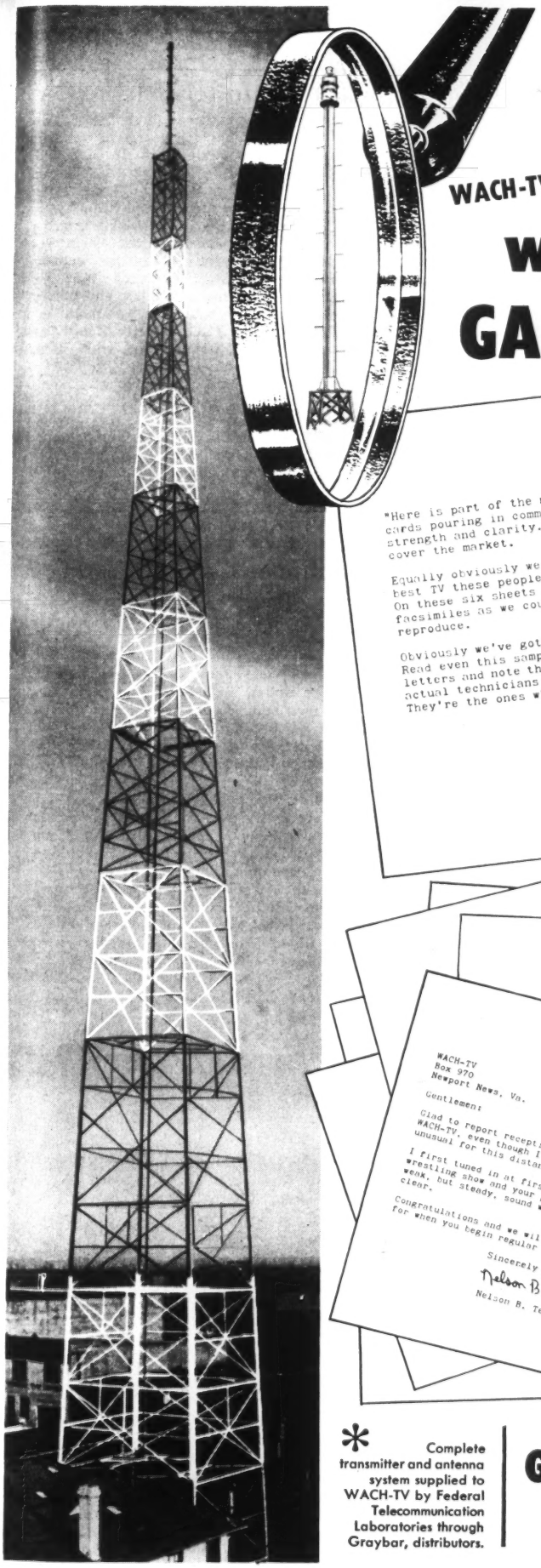
## Color Tv Gear Production On Regular Basis—RCA

COLOR tv station gear is now being produced on a regular commercial production line basis, RCA announced last week. Previously all such equipment was custom built [B•T, July 6, 1953]. Prices will remain about the same, an RCA spokesman said. These are, according to last July's announcement, $14,380.50 for rebroadcast of network colorcasts; $12,230 for test equipment; $7,480 for color synchronizer; $31,378.80 for slide equipment; $49,398.80 for film equipment, and $66,580.40 for live camera chains.

RCA also announced that custom-built color cameras, ordered previously, would be shipped within the next 30 days to WKY-TV Oklahoma City, WBAP-TV Fort Worth, WBEN-TV Buffalo, WTMJ-TV Milwaukee, WCCO-TV Minneapolis and KTLA (TV) Los Angeles. It also reported that cameras would go to NBC and CBS. The latter network, it said, increased its original order to a total of 12 cameras.

In the next few weeks, equipment for network color broadcasts were due to go out to 50 stations. Already equipped, RCA said, were 26 stations in 20 cities [B•T, Jan. 4].

Third RCA color clinic for broadcast engineers was scheduled to get underway at Camden this morning, with 10 Western Electric, 15 CBS, 19 NBC and 40 station engineers in attendance.



WACH-TV REPORTS-"we cover the market..."

# with new high gain GABRIEL UHF ANTENNA

"Here is part of the many letters and cards pouring in commending our signal strength and clarity. Obviously we cover the market.

Equally obviously we cover it with the best TV these people have seen. On these six sheets are as many facsimiles as we could economically reproduce.

Obviously we've got something to sell. Read even this sample of nearly 100 letters and note that many are from actual technicians and TV servicemen. They're the ones who know."

Cordially,
Fred Clair
Frederic F. Clair
Station Manager

1028 Webb Ave.
Burlington, N. C.
Oct. 11, 1953

WACH-TV
Box 970
Newport News, Va.

Gentlemen:

Glad to report reception on channel 33 WACH-TV, even though I know that it is unusual for this distance.

I first tuned in at first part of wrestling show and your picture was weak, but steady, sound was good and clear.

Congratulations and we will be looking for when you begin regular programs.

Sincerely yours,
Nelson B Teal
Nelson B. Teal

A GABRIEL PRODUCT

## ITS SIGNAL POWER... IS SELLING POWER!

Within a week after it went on the air, WACH-TV, Newport News, amassed a well documented sales story for powerful promotion of its market coverage. When it requested audience reports on reception, acclamatory letters and cards poured into the station. Many from technicians and TV servicemen, all enthusiastic about signal strength and clarity — and from as far as Burlington, N. C., 179.5 miles from transmitter site!

## HOW NEW GABRIEL UHF ANTENNA* COVERS WACH-TV's MARKET

■ **DELIVERS** 20,000 watts ERP, visual — at 351 feet. Power gain of 24.3, rated power handling capacity 10 kw.

■ **NULL FILL-IN**, built in electrically, eliminates wide areas of low field strength and consequent multipath reflections.

■ **SIMPLY SUPERIOR!** — smooth, clean-cut structure integrates mechanical and radiating members. Result — a relatively low cost antenna which eliminates de-icing and field repair problems, has no insulator except for gas seal.

## GABRIEL UHF ANTENNA CAN MAKE YOUR MARKET BIGGER!

Models available for all channels to meet requirements of big city or small community coverage. Null Fill-In and Beam Tilt optional on all units.

**WRITE** for Bulletin TV-213 or request recommendations to meet your specific requirements.

* Complete transmitter and antenna system supplied to WACH-TV by Federal Telecommunication Laboratories through Graybar, distributors.

## GABRIEL ELECTRONICS DIVISION

*Formerly Workshop Associates Division*

THE GABRIEL CO., ENDICOTT ST., NORWOOD, MASS.

BASIC ABC-TV AFFILIATE FOR FRESNO

SATURATES CENTRAL CALIFORNIA'S RICH INLAND MARKET

Effective buying income
$942,044,000
in KJEO coverage area
81,850 sets Dec., 1953
(90 mile contour area)

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

KJEO
CHANNEL 47

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President



## Don't Await Color To Buy Sets—DuMont

BUY black-and-white tv sets now and don't wait for color, which may be years away at prices you can afford.

That, in essence, was the message given to viewers Thursday evening by Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Dr. Thomas T. Goldsmith Jr., DuMont vice president in charge of research, and Kenneth B. Willson, president, National Better Business Bureau, during a panel program, "What's the Story on Color Tv?," telecast on the DuMont Tv Network, 9-9:30 p.m. About 20 stations took the program live at that time, with more than 120 scheduled to broadcast it by teletranscription within the next week, it was said.

### 'Threshold of Color'

Noting that the industry is "just on the threshold of color," Dr. DuMont warned his audience that "it's going to be quite a while, probably two or three years, before we can expect any widespread use of color television." He pointed out that advertisers will demand a great many color receivers in homes before they will be willing to put on most of their programs in color, and that the present limitation of studio color equipment is such that "there probably won't be more than one or two programs a week in the next few months in color."

Mr. Willson summed up the public interest aspects of what Dr. DuMont and Dr. Goldsmith had to say by stating that the facts about color tv "should allay the fears of millions who have deferred the purchase of a television set in the mistaken belief that the advent of color would automatically relegate all black-and-white receivers to the junk heap."

## Color Tv Sets Will Sell, Westinghouse's Newcomb Says

FIRST indication that some manufacturers think color set sales may spurt beyond expectations was voiced last week by T. J. Newcomb, manager, Westinghouse Television-Radio Div.

After reporting that Westinghouse was producing color receivers in "limited quantities," and estimating that it is improbable that the industry will produce color sets in great quantity during 1954, due to short supply of color tubes and other components, Mr. Newcomb added:

**Purchasers of these color sets will be able to view all television programs, since color sets receive black-and-white as well as color programs. For this reason, the demand for color receivers may exceed our present expectations.**

### Costs of Models

First Westinghouse receiver will be a full-door mahogany console with 12½-in. picture, priced between $800 and $1,000, Mr. Newcomb said.

Meanwhile, Sylvania Electric planned to put a sample color receiver in the hands of all distributors by March, and dealers shortly thereafter, according to Bernard O. Holsinger, general sales manager, Sylvania's Radio & Tv Div. Initial price was indicated to be about $1,150.

## Hallicrafters Backs RCA

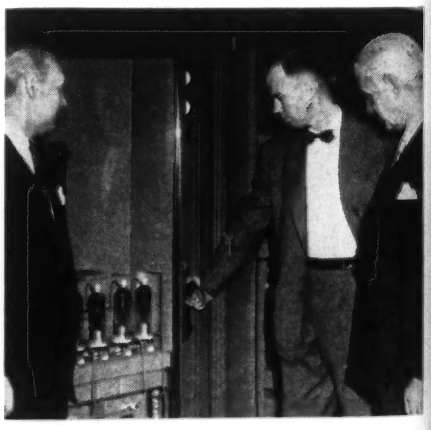
RCA won another adherent last week to its claims that it was largely responsible for compatible color television [B•T, Dec. 23, 1953, et seq.] when William J. Halligan, president of Hallicrafters Co., called the present color television system "basically the RCA system with improvements in the signal content which were developed by the rest of the industry, notably Hazeltine Research Inc., Bell Telephone, General Electric and others." Mr. Halligan's statement was made in a letter to the FCC. Philco, Zenith and Admiral have taken issue with RCA's advertising intimating that it was responsible for the development of compatible color tv. In a letter to Brig. Gen. David Sarnoff, RCA chairman, Sen. Edwin C. Johnson (D-Colo.) complimented RCA for having won "a great victory" in getting color tv to the American public [B•T, Jan. 11].

## Standard Demonstrates Multicon Camera Chain

NEW Multicon (TE-468) camera chain was demonstrated in Washington last week by Standard Electronics Corp., subsidiary of Claude Neon Inc. The Multicon is described as a complete studio tv camera chain or all-picture source, including four lenses, monitor, amplifier and related accessories. It carries a price of $12,000, with deliveries to start in 90 days.

Heart of the camera is the Multicon tube. Standard has an exclusive American franchise for this Philips (Netherlands) development, not previously used in this country. It is said to have many characteristics not found in image tubes. A new version of the Multicon being developed by Philips is said to have five times the sensitivity of the current tube.

The Multicon chain was shown at the Statler Hotel, Washington, last week and at the U. of Alabama the previous week. It now goes back to the Newark plant for final design changes and production. Standard recommends 75 foot-candle studio lighting for the Multicon.



**THREE executives of Standard Electronics Corp. inspect the 50 kw transmitter their firm built for WOR-TV New York, which last month began broadcasting from the Empire State Bldg. They are (l to r): Ray Kelley, secretary-treasurer; Harry Smith, tv engineering manager, and David T. Bonner, president.**

*Rich captive market in the heart of the nation*

**covered exclusively by**

KHOL TV

***"The TV Link in the Heart of the Nation"***

128,300 potential TV homes, with an EBI of $505,153,000 completely isolated from competitive TV markets.

**NOW! YOU CAN CASH IN ON ONE OF THE NATION'S WEALTHIEST, NEWEST TV markets – EXCLUSIVELY on 56,000 WATTS**

**CHANNEL 13 • KEARNEY, NEBRASKA**

ONLY VHF STATION IN CENTRAL NEBRASKA

KHOL TV

CBS-TV DUMONT

Represented Nationally by MEEKER, TV, INC.

owned and operated by BI-STATES COMPANY, 414-416 East Ave., HOLDREGE, NEBRASKA
Duane L. Watts, Gen'l Mgr.

# HEIGHT
## COUNTS MOST!

*WAVE-TV Delivers:*

**66.7% GREATER COVERAGE AREA**
than any other television station
in Kentucky and Southern Indiana!

**19.8% GREATER CIRCULATION**
than the area's leading
**NEWSPAPER!**

**627.3% GREATER CIRCULATION**
than the area's leading
**NATIONAL MAGAZINE!**

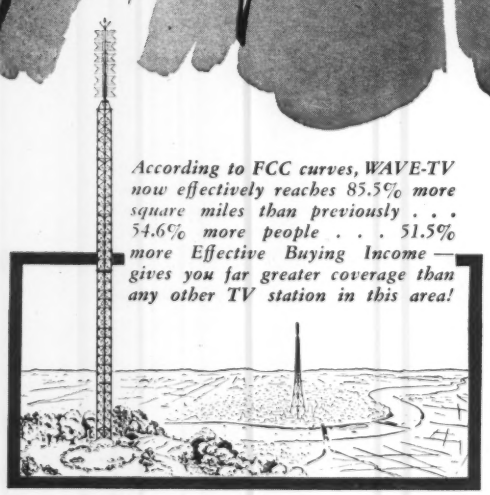
You of course know that in determining a VHF station's effective coverage — particularly in fringe areas — Tower Height is most important, Low Channel is next and Power is third.

WAVE-TV's tower is on top the highest hill in this area — *is actually 419 feet higher than Louisville's other VHF station!*

WAVE-TV's Channel is 3 — *the lowest in the area!*

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3—*is equivalent to 600,000 watts from our old downtown tower, on Channel 5!*

Ask your local dealers and distributors about the big new WAVE-TV market and the coverage you get with WAVE-TV.


According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

**LOUISVILLE'S**

# WAVE-TV

## Channel 3

***FIRST IN KENTUCKY***

**Affiliated with NBC, ABC, DUMONT**

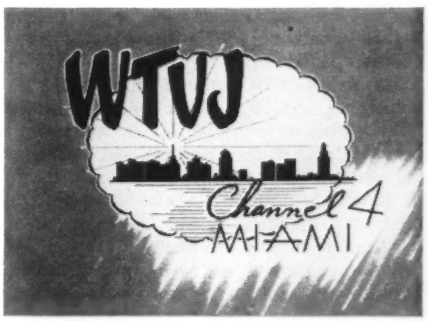
NBC Spot Sales, National Representatives

# features


- Can the football television monopoly be broken? Page 82.
- The drifter: A character you may have met. Page 86.
- How Bardahl upped national sales 35%. Page 88.
- Selling Buicks by the bushel by radio. Page 90.


## A PAUSE FOR STATION IDENTIFICATION

IF cleverly conceived and executed, I.D. slides can do much to establish the character of a television station. Those in use today are many and diverse, some borrowing their themes from known features of the community the station serves (i.e., the Miami skyline for WTVJ[TV]), others from the station's own trademark. On the theory that what one station develops in I.D.s may suggest ideas that can be adapted by another, B•T is starting an I.D. collection, beginning here. The editors will welcome contributions from any tv station, reserving the right to publish only those which are believed to have merit. The collection is opened with a sample of I.D.s in use at WTVJ(TV) Miami.



The I.D above is one of several which WTVJ uses at 11 p.m. with accompanying audio reminding viewers to tune down the volume of their tv sets in deference to neighbors who may want to sleep. Other slides here shown are run-of-schedule station identifications which are mixed throughout the day to provide variety.

# CAN THE FOOTBALL TV

**Nobody likes it but the network which has had exclusive tv rights. Yet the NCAA's tight control of college football television will be retained for another season. Why?**

AROUND several hundred college campuses the most kicked-about object, next to a football, is football telecasting.

Four years of experimenting with monopolistic video controls have left these colleges, through their own trade association (National Collegiate Athletic Assn.), aware that telecast football is not keeping pace with the appetite of the expanding tv audience.

One of the few industrial empires able to handle sponsorship of a nationwide Saturday afternoon schedule—General Motors—is unhappy about its 1953 football schedule, spotted with games of minor interest to vast sections of the country. Reputed to have a 1954 option, GM is said to be casting inquiring glances toward NCAA's hated enemy, professional football.

Eager for a benevolent sponsor yet unwilling to separate the schedule into sectional games of sectional interest, large numbers of NCAA member colleges are completely at a loss to find a satisfactory way to handle a communications colossus that holds the potential power, in their belief, to destroy campus football.

What can be done about this problem? Should colleges run a monopoly because they figure tv is gnawing at the vitals of an exciting game and vast industry?

For football is big business at many colleges, much as they shudder at mere mention of any such concept. It is financed in several ways—gate receipts, tv-radio fees, game concessions, curricular budgets and unofficial assistance by loyal alumni.

The football package in the autumn of 1953 involved an average of $120,850, paid to NCAA weekly by GM in rights payments for each of 11 games carried on NBC-TV hookups ranging upwards to 92 stations. With new television stations taking the air every week, NCAA is now starting to wonder if its football package may become too expensive for any major sponsor.

Projected into this scene in recent weeks is the appeal of color television. This newest element in the chaotic football scene is even more disturbing to those who direct college athletic programs. Sensing the appeal of colorful uniforms, gay crowds, green gridirons and finally the drama of the game itself, those who guide NCAA's destinies can figure only one way to control television—set up an impregnable monopoly limiting it to one nationwide game per Saturday.

The well-publicized sport of football has acquired fantastic importance at many institutions. Weekly odds on the gambling cards and the standing of the gridiron clubs as compiled by press associations are more important to many old grads, students, prospective students and countless millions of "subway alumni" than the calibre of the curricula and the progress of pedagogical arts.

Fired by competitive enthusiasms, often bearing little relation to educational values, colleges find themselves afraid to release their desperate grip on the tail of a monopolistic bear. They find themselves, too, in frantic quest for the talents of highly paid coaches. The coach who can split a T is apt to get double or triple the salary of a professor who can split an atom.

Against this background, NCAA's colleges are anxious to preserve the sport of football from the hazards of Saturday afternoon television—plus Saturday evening and Sunday telecasts of professional games. At big colleges with costly stadiums and expensive sports operations, as well as those with more modest programs, attendance at the football gate is critical. As most any educator will chant at the drop of a headgear, "Football finances all our other sports."

### Fear of the Future

Confronted by an insatiable public craving for (1) well-played football and (2) football telecasts, NCAA's colleges face television's bright but uncharted future with fear, foreboding and a sense of acute frustration—plus a practical appreciation of televised football's financial rewards.

While colleges continue to grope for a tv football formula satisfactory to the educational structure and public alike, they keep a hopeful eye directed toward the financial potentialities of subscriber television and an eager ear tuned to the glowing promises of golden streams that may emanate from theatre television.

Subscription television was described at NCAA's recent meeting [B•T, Jan. 11] as the economic savior of college education in a telegram from Paul McNamara, of International Telemeter Corp. Detailing experiments at California's plush desert resort, Palm Springs, he said the Southern California-Notre Dame game was "a 100% sellout at $1," with 70 sets equipped for metered service. He conceded existence of a novelty factor in this first offering.

Citing public-room tests, he said 131 persons paid to see the same game at the swank Racquet Club, adding that first-run movies were well received at fees ranging from 80 cents to $1.35. On the basis of his tests, he told NCAA that subscriber service perhaps can solve the economic problems of educators, including higher pay for teachers, buildings and other desirable projects.

Research experts might question the applicability to the general population of tests conducted in Palm Springs society. The members of the Racquet Club could as easily light a Corona-Corona with a $1 bill as put it in a subscription tv machine. Quite aside from the uncertain prospects of subscription television, however, there is need for information that falls in the category of sound research.

NCAA's research shows nationwide football telecast ratings ranging from 24.8 to 44.6, with over 11 million homes reached on the peak day (see table, page 83).

Frankly NCAA's members are scared unto death at football telecasts, or any telecasts, for that matter. With hardly anyone happy about the way television is restricted to a one-network, one-sponsor basis—aside from the network—puzzled educators no longer cringe when Notre Dame, No. 1 exponent of winning football, charges them with using dictator tactics because they are afraid to let education, football and television find their own economic levels in the American tradition.

NCAA's football television policy is drafted annually by a dozen earnest educators and athletic directors who meet a half-dozen times a year and try to solve problems that would challenge a corps of full-time experts. If they aren't too pleased with their product, they have the consolation of watching gate receipts stay close to the 1947-48 postwar peak while still providing the public with a lone weekly game on tv.

NCAA's research compares 1953 attendance to this abnormal postwar period, when pocketbooks were bulging and commodities scarce. However, NCAA deeply resents the NARTB claim that football tv research is spotty and inadequate just as it is unhappy

# MONOPOLY BE BROKEN?

By J. Frank Beatty

about the realistic statement by NARTB President Harold E. Fellows, "You cannot measure the effect of television or radio broadcasting unless there is radio or television broadcasting."

What really reddens the wattles of college educators is the discovery by the professional National Football League that television builds fan interest and increases the attendance potential — which NARTB has been trying for years to tell the colleges. The pros have just enjoyed their best attendance year, and they are building fans at a rate that is of major concern to educators. NCAA's answer is that television cut college football attendance 27.7% last autumn.

There are other worries, too—General Motors, for example. The colleges show no intention to open up the tv schedule by allowing a flexible regional format. The sponsor doesn't like the present format, obviously preferring to select the most appealing games. With only one change in the 12-man NCAA Tv Committee, the 1954 video program is likely to be almost a carbon copy of the 1953 version.

### A Little for Everybody

NCAA quite naturally wants every region represented in the autumn schedule and is frightened at mere mention of regional hookups such as a schedule of Big Ten games. This accounts for such curious scheduling as Utah-Brigham Young on Thanksgiving Day.

Offering consolation to NCAA is research showing that public reaction to last fall's schedule was 90% favorable, aside from the unfortunate four-game panorama attempted Oct. 24.

These, in essence, are the basic issues of college football telecasting. Colleges are unhappy. The public, without a vote, takes its weekly game and gets a lot of fun out of it. Small-college officials, who moan that only two small-college games were telecast all last fall and these on a local basis, are afraid that tv will hurt their gate and they hesitate to oppose big-name giants of education. Some winning schools with top-flight football—Notre Dame, Penn, Big Ten and Pacific Conference—want to break up the one-game-a-Saturday policy.

The monopoly is maintained by a procedural weapon wielded within NCAA. By getting an NCAA convention vote on the upcoming year's tv policy plus a later mail referendum on the complete football telecasting policy, members must vote by mail on the package with no chance whatever to vote down any of its elements. Inevitably the votes for tv regulation are overwhelmingly in favor of strict limitation.

What can be done?

BROADCASTING • TELECASTING asked a cross-section of college administrators and athletic officials if they felt the NCAA plan is the answer to the college problem. What about the future? What about the present? The past?

Here are their answers, in capsule form, including a few appropriate comments made in convention debate:

**J. Shober Barr, Franklin & Marshall, NCAA vice president-at-large for small colleges and member of Tv Committee**—College football is important to small colleges as well as large colleges. Football is being forced to night games. Saturday afternoon belongs to college football. The 1954 Tv Committee has the benefit of the work of past committees. Television is fluid. I agree with President Harold E. Fellows of the NARTB that there must be more research.

**Dr. Harry C. Byrd, retiring president of Maryland U.**—I've opposed curtailment of television from the start. We shouldn't limit the schedule to one game a Saturday. Possibly unrestricted television will hurt attendance at some games but that doesn't justify this type of control. Television will build fans and stimulate interest just as radio has helped the game—and you remember how they once said that radio would kill college football.

**John W. Breen, Lake Forest College**—It's a sad commentary if we say that physical education at America's colleges depends on gate receipts. We are not affected by game telecasts. Small college football will not be ruined by television, and we constitute a majority of the NCAA.

**Asa S. Bushnell, commissioner of Eastern Conference**—We feel the plan in effect the last two years is the best answer at this time, particularly the feature requiring representation of all sections in the schedule.

**Peter Carlesimo, Scranton U.**—Let's have either no television or unlimited television.

**Harry G. Carlson, U. of Colorado**—Money appears to be the god we all worship. Why not split up football receipts?

**C. Harvey Cassill, U. of Washington and member of Tv Committee**—It would be desirable for the convention to have a chance to discuss the television program for the coming year but this would take away the Tv Committee's power and would require long convention discussion. We feel regional television would help the Pacific Coast Conference but will favor continuation of the control plan.

**Emerson Colby, College of the Pacific**—We lost at least 10,000 fans to the Utah-Brigham Young game Nov. 26 when we played Utah State. I believe the situation parallels the early days of radio, but I can't make up my mind what we should do about it. Any type of television program can affect attendance at football games.

**Dean N. W. Dougherty, U. of Tennessee and secretary, Southeastern Conference**—The present plan seems to be a stop-gap

**OFFICIAL NCAA 1953 FOOTBALL TV RECORD**

| Date | Game | Number Stations | Total Sets | Nat'l. Tv Rating (Nielsen) | No. Homes Reached | % Share of Audience |
|---|---|---|---|---|---|---|
| Sept. 19 | Nebraska-Oregon | 79 | 25,507,200 | 31.6 | 7,679,000 | 59.2 |
| Sept. 26 | Dartmouth-Holy Cross | 77 | 25,598,600 | 24.8 | 5,979,000 | 58.9 |
| Oct. 3 | California-Ohio State | 84 | 25,690,000 | 42.5 | 10,349,000 | 55.7 |
| Oct. 10 | Texas-Oklahoma | 87 | 25,825,000 | 34.4 | 8,376,000 | 69.0 |
| Oct. 17 | Alabama-Tennessee | 86 | 25,960,000 | 30.5 | 7,561,000 | 65.2 |
| Oct. 24 | Panorama Program | 85 | 26,095,000 | 29.0 | 7,189,000 | 57.4 |
| Oct. 31 | Minnesota-Pittsburgh | 88 | 26,229,000 | 27.7 | 6,867,000 | 61.6 |
| Nov. 7 | Regionalized Program | 89 | 26,364,000 | 34.2 | 8,471,000 | 56.6 |
| Nov. 14 | Michigan State-Michigan | 90 | 26,523,000 | 30.8 | 7,845,000 | 62.2 |
| Nov. 21 | USC-UCLA | 89 | 26,682,000 | 44.6 | 11,360,000 | 55.6 |
| Nov. 26 | Utah-Brigham Young | 90 | 26,783,000 | 36.7 | 9,254,000 | —— |
| Nov. 28 | Army-Navy | 90 | 26,841,000 | 40.8 | 10,387,000 | —— |
| Dec. 5 | Notre Dame-SMU | 92 | 27,000,000 | 34.3 | 8,736,000 | —— |
| | Average | 86.6 | 26,238,292 | 33.9 | 8,465,615 | —— |

They may not see alike *right down the line.* But the Iowa farmer and his city neighbor get together on Channel 9. KCRI-TV is the station that serves the interests of both. The station that sells Iowa's second largest urban market (dollar volume of retail sales) and Northeast Iowa's rich farm market at ⅔ the cost of other local TV media. Pop. 536,190. Retail sales $622 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

*basic* **ABC** *affiliate*

**kcri-tv** *channel* 9
CEDAR RAPIDS, IOWA
*Covering Northeast Iowa*

measure. In the Southeastern Conference we divide the income from television among all the member schools.

**Max Farrington, George Washington U.**—Any television hurts the gate, especially at smaller institutions. Two televised games would hurt even more, especially if one had a special regional interest. The possibilities of pay-as-you-see television should be explored.

**Glenn M. Fraser, assistant to the president, coach and athletic director, Ohio Wesleyan**—We're up in attendance thanks to the weather. It's hard to evaluate television's impact. Maybe if we have plenty of television we coaches won't have to go to our own games.

**Max W. Greene, Central States College**—We feel more television would hurt small colleges, although 15% of small colleges do not depend on gate receipts for the support of physical education.

**Tom Hamilton, U. of Pittsburgh**—We've heard the television industry make these same arguments for years. Have you watched what the major league baseball radio and tv play-by-play broadcasts have done to the minors? We want to see our college students play football. Radio and television can hurt college football. The professional football leagues are stealing our Saturdays while demanding 24-hour protection for themselves. Perhaps the present formula isn't the best, but who has offered a better one?

**Gilbert L. Hermance, Rice Institute**—We need some television control to keep football on an amateur basis. We have to protect everybody to some degree.

**Glenn Jacoby, U. of Wyoming**—I'm one of those who believe television can cut heavily into football and basketball attendance. But Harold E. Fellows, NARTB president, made some telling points that we can't ignore.

**Rev. Edmond P. Joyce, CSC, Notre Dame**—The present NCAA tv program doesn't give colleges a chance to act on specific provisions of each year's control plan except through a mail referendum vote on the package. We should take advantage of television instead of limiting our program, building new football fans by broadening the schedule. The pros are showing us how to develop interest in the sport through tv.

**Robert J. Kane, Cornell U., chairman of 1953 NCAA Tv Committee**—Football supports all college sports. Sports make U. S. colleges the most powerful in the world and in turn are of great importance to the nation. With unrestricted tv the big colleges would become bigger at the expense of the smaller colleges. This plan isn't the ultimate answer but we think it's the best for all concerned at this time.

**Ed (Moose) Krause, Notre Dame**—No artificial control of televised football can last long. It holds within itself the power of self-destruction. We feel we create large numbers of new fans. NCAA should take advantage of this new medium. Let's open up football to television. If it's good football, they'll go to the games.

**Richard Larkins, Ohio State U.**—I'm not sure how long we can continue the present control policy. Our attendance set a record last year, averaging 79,000 per game.

**Vaden Miles, Wayne U.**—We sold few tickets for the Wayne-Valparaiso game, the same day as Michigan-Michigan State. I stayed home to watch the Michigan-Michigan State game on television.

**John H. Nichols, Oberlin U.**—Oberlin considers athletics as part of its curricula. Twelve sports are financed from an $80,000 budget, just as any other college course. Colleges depending on gate receipts might feel television, automobiles, radio and other means of recreation. A certain amount of control over television may be desirable while colleges feel their way. I don't favor unlimited television at the present time in view of the problem faced by so many colleges.

**Reeves Peters, Big Seven Conference Commissioner**—We have never found a single customer made by television. Before tv we had 60,000 ticket requests for our basketball finals. With television we have fewer requests. Advance announcement that games will be telecast can stop ticket sales.

**Ted B. Peyseur, Northwestern U., Big Ten Tv Committee chairman**—We plan to present a regional tv program at a later date. Our thoughts haven't fully crystallized.

**Ray Ride, Case Tech (which has just abandoned football)**—Why don't we let two or three of the big schools like Notre Dame telecast their whole schedules. Then the public may be glad for a change. One factor must be remembered: Loyalties have been disappearing at colleges for some years. It's not like the days when crying alumni stood up at pep rallies and talked to teams before a game.

**E. L. Romney, commissioner, Mountain States Conference**—It's not reasonable to think that the game would hold up with uncontrolled television, especially if there is a recession or depression. Wide-open television would mean almost sure death for football. I believe even sponsors and the television people must agree we need control. And now with color coming—it might be better if everybody stayed home.

**Blake R. VanLeer, president, Georgia Tech**—After five years we ought to be able to adopt major policies for the coming year so delegates can vote at the convention. The Tv Committee is a regulatory body, yet we don't know who is going to be on the committee when we vote at the convention. The committee should be placed on a staggered-term basis.

**Rix Yard, Dennison U.**—We'll survive whether or not television hurts the game. On a national basis television doesn't conflict but on a regional basis the impact would be more serious, for example, if Big Ten games were on the air every week.

**Sig Mickelson, CBS director of news and public affairs**—If NCAA's present system of control continues, other networks will develop compelling Saturday afternoon programs to compete with game telecasts. Pro football is moving in already on Saturday evening and Sunday.

# ☑ Check these features of the versatile Cine-Kodak Special II Camera against your 16mm. movie-making needs

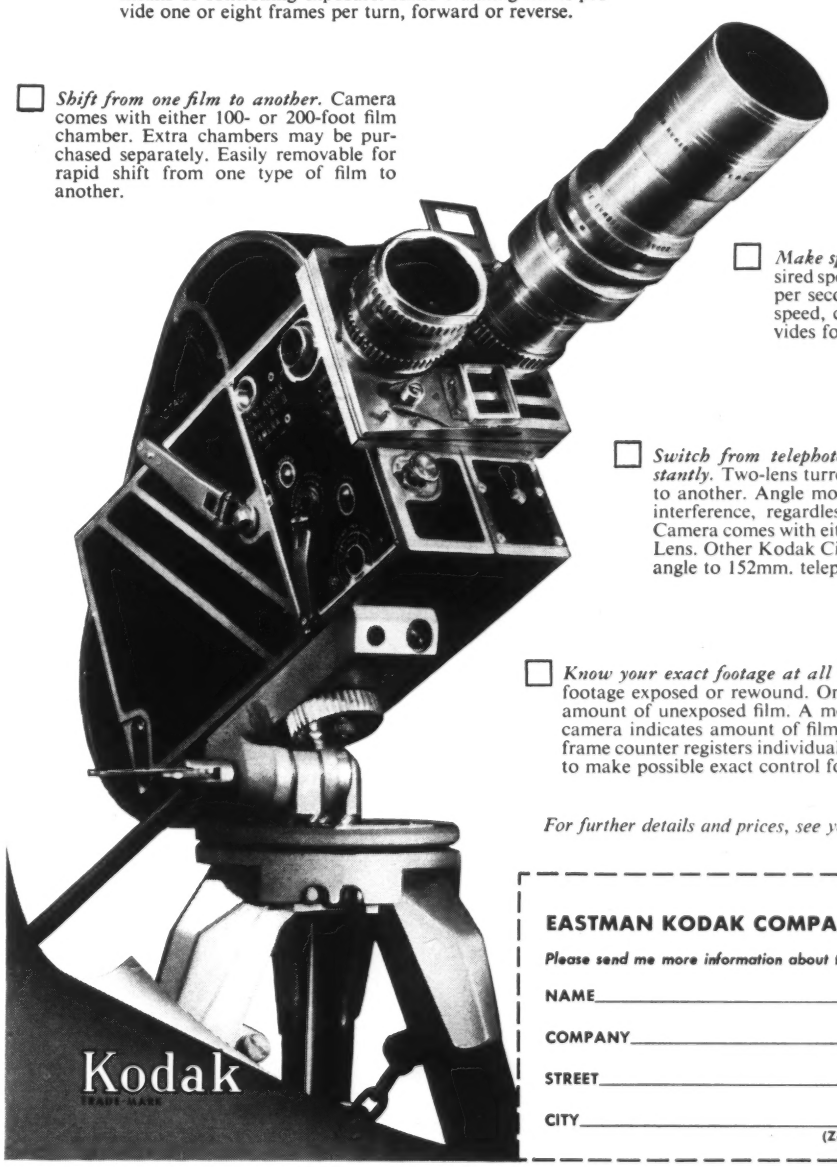
☐ *Aim, frame, and focus through the taking lens.* A built-in reflex finder does away with problems of parallax, gives critical hairline focusing on close-ups. For finding and following fast action, the camera has a direct-view finder with parallax adjustment for distances from two feet to infinity.

☐ *Masks for double exposures and special effects.* A standard set of masks which fit the integral mask slot is supplied with the camera. Set includes a circle, an oval, and two vertical and two horizontal matched half-masks for making double exposures.

☐ *Make fades and dissolves.* The adjustable-opening shutter can be changed during operation to provide smooth fades and dissolves and also to provide, when desired, a useful means of controlling exposure. Hand-cranking shafts provide one or eight frames per turn, forward or reverse.

☐ *Get more run per winding.* One winding of the powerful spring-driven motor is sufficient for the exposure of 38 feet of film. Camera has provision for attaching auxiliary motor drive.

☐ *Shift from one film to another.* Camera comes with either 100- or 200-foot film chamber. Extra chambers may be purchased separately. Easily removable for rapid shift from one type of film to another.




☐ *Make speeded-up or slow-motion pictures.* Any desired speed, governor-controlled from 8 to 64 frames per second, including 24-frames-per-second sound speed, can be obtained. Single-frame release provides for animations and special title effects.

☐ *Switch from telephoto to normal shooting distance instantly.* Two-lens turret permits quick shift from one lens to another. Angle mounting prevents physical or optical interference, regardless of lens barrel length or design. Camera comes with either *f*/1.4 or *f*/1.9 Kodak Cine Ektar Lens. Other Kodak Cine Ektar Lenses, from 15mm. wide-angle to 152mm. telephoto, available.

☐ *Know your exact footage at all times.* Three film meters show footage exposed or rewound. One, on the film chamber, shows amount of unexposed film. A mechanical footage meter on the camera indicates amount of film run or being rewound. And a frame counter registers individual frames run forward or reverse to make possible exact control for special effects.

*For further details and prices, see your Kodak dealer or mail coupon below.*

1-82

**EASTMAN KODAK COMPANY,** Dept. 8-V, Rochester 4, N. Y.

*Please send me more information about the Cine-Kodak Special II Camera.*

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (Zone) STATE_____

# LUKE SMEED: his ups and downs

## by Don Barber

*"While the characters and incidents are fictional," says Mr. Barber, an announcer at WGBS Miami, "they are probably not without parallel in real life. I think station managers, program directors and others in the trade will find Smeed an all-too-familiar type who is—sadly, I think —always neglected in the trade publications."*

LUKE SMEED at 29 is probably the youngest confirmed floater in the industry today. Starting in radio at 19, in 10 short years he has been employed—and frequently fired—by no fewer than 31 am, fm and tv operations from coast to coast, not counting an unlicensed daytimer in Hahira, Ga.

"Drinking is mostly what done it," says Luke with a cheerful belch. "Usually a man ain't considered a confirmed floater until he's going on 40. I guess I showed those monkeys a thing or two!"

Luke Smeed started much like a number of other boy wonders in radio and television—at the top. At 18, he married the daughter of Gosney T. Raunch and a few weeks later, when Luke, Jr. came along, was appointed manager of Raunch Radio's highly successful key station in Clausthal-Zellerfeld, Iowa.

In 1944 with the station in the hands of the receivers, Mr. Smeed began his spectacular odyssey. "At that point," recalls Luke, "I told G. T. what he could do with his radio station. Then that mouse-faced daughter of his sued for separate maintenance and I blew."

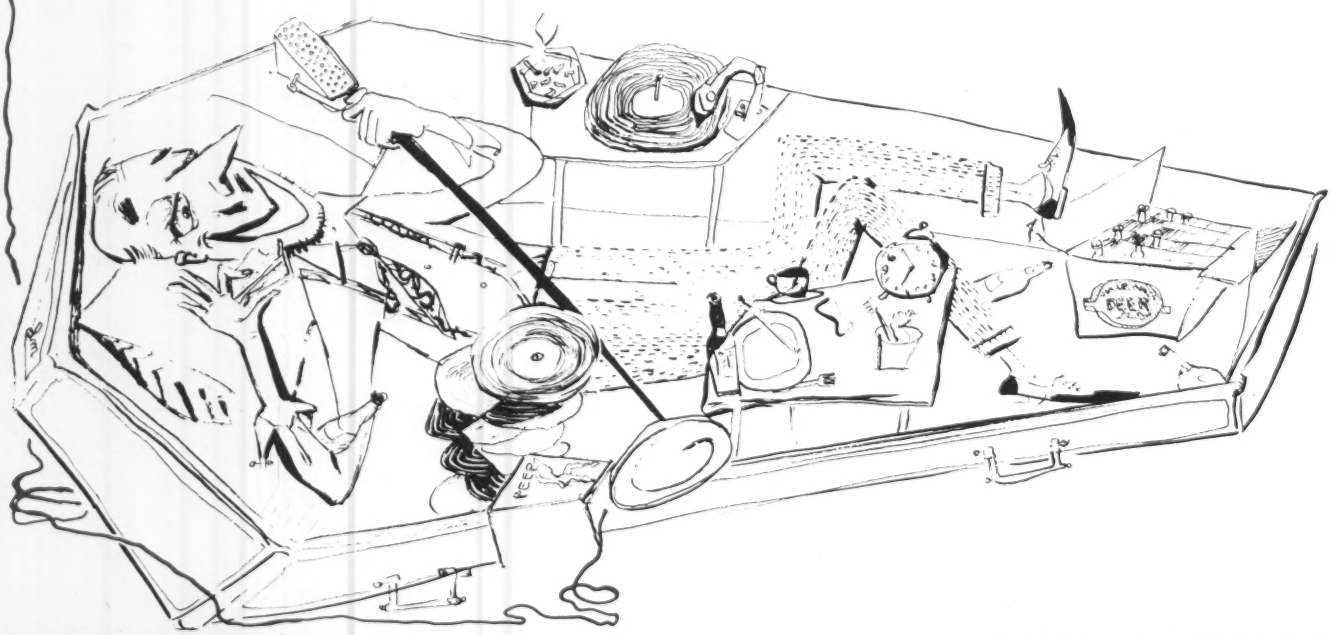
The next two years saw the debonair man-about-broadcasting in and out of a succession of questionable operations in the Dakotas and Utah.

It was 1946 when he hit upon his astonishing *Man in the Grave* idea, on which he still holds copyrights. It was starkly, beautifully simple: He would have himself buried in a standard vault selected from the stock of a mortuary supply house (through a trade deal) and from this unique setting do an across-the-board record show. He would remain buried until all the contracts either cancelled or expired and then move on to another location. This, to Luke, appeared to be the mother lode until he got himself buried during the wet season in South Chittlin, Ga. The Chattahoochee River overflowed that year and washed him out of a job.

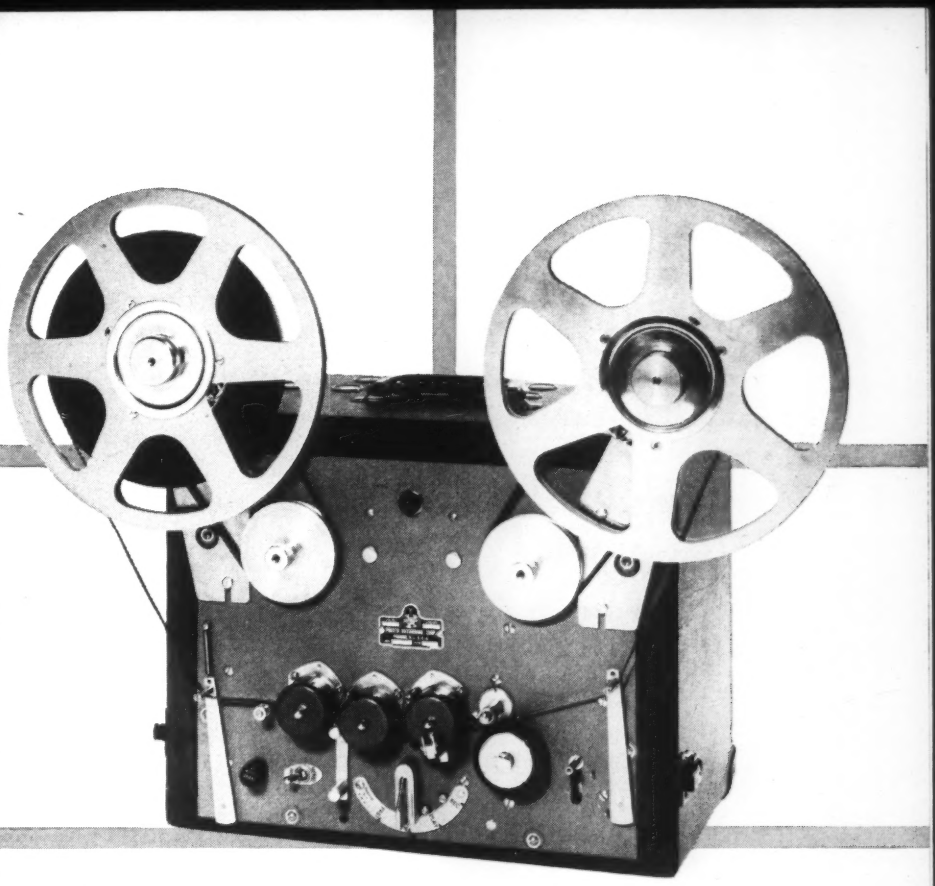
Says Mr. Smeed: "Then I hit on the idea of doing a telephone quiz from a flagpole in Ojus, Fla. The show was sold out—both local and national accounts. I'd of been up there yet if the opposition station hadn't turned a batch of termites loose while I was reading a commercial."

But men made of Mr. Smeed's stuff thrive on adversity. Luke's career since the grave and flagpole days is a legend treasured by every placement bureau. In his later travels, Luke reminisces, one job stands out. "Some joker offered me a spot as night news editor on this daytimer in Hahira. They thought they had me fooled, but I caught on in a month or so and cut out."

The last that was heard of him, Luke Smeed was doing a P.I. show on a 500,000 watt Mexican station peddling "Blotout," an ingenious device for obliterating objectionable advertisements from newspapers and magazines.



**Regardless of model . . . Presto has only one quality**



**Take, for instance, the finely engineered . . .**

# PRESTO RC-7 TAPE RECORDER

## EQUIPMENT SPECIFICATIONS

- Dynamic range better than 50 db at 3% distortion.
- Three-motor drive system.
- No friction clutch or friction brakes.
- Heavy-duty construction throughout.
- Separate erase-recording-playback heads.
- Twin speed: 7½"/sec. or 15"/sec.
- Frequency response 50 to 15,000 cps.
- Reel size: 7" standard, 10½" with RA-1 adapter.
- Flutter: at 7½"/sec., 0.25 — at 15"/sec., 0.20.
- Available in 110 or 220 volts and 60 or 50 cycles.
- Weight: 41 lbs.

The completely portable PRESTO RC-7 is a precision recorder in every detail. Yet it's rugged and durable for heavy-duty field recording, and equipped with every feature this service demands. Built around a sturdy 3-motor drive, the RC-7 contains the same high-quality components found in Presto's fine studio equipment.

The RC-7 has separate recording and reproducing heads. Monitoring from tape is instantaneous. Mechanical friction devices, which always require constant adjusting, are totally eliminated from the RC-7, and virtually no adjustment is needed throughout the life of the machine. Note the RC-7's other features in the column at the left.

All of PRESTO's engineering experience as the world's foremost producer of precision recording equipment has been devoted to making the RC-7 the outstanding leader in fine tape recorders, in flawless performance, simplicity of operation, and long and thoroughly satisfactory service.

*Write for complete engineering data and price*

**NEW RA-1 REEL ADAPTER**

enables owners of the RC-7 and 900-R1 recorders to use 10½" reels. Carries out all normal functions, such as fast forward and rewind speeds. Easily attached.

**PRESTO RECORDING CORPORATION**

PARAMUS, NEW JERSEY

*Export Division:* 25 Warren Street, New York 7, N. Y.

*Canadian Division:* Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

SELL MORE IN THE
SOUTH'S
No. 1 State!

You Hook a BIG Market With—

Population
of
812,500*
for
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
* Sales Management
1953 Survey of Buying Power

The Current Pulse Report shows WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

# *How Bardahl Boosted Sales 35% in Less Than a Year*

WITHIN a few months during 1953, Bardahl Mfg. Corp., Seattle, maker of a specialty lubricant, increased its national sales an average of 35%—in the western states 56%, and in one state alone as much as 165%.

How? By advertising—with 70 cents of each ad dollar in television, and another 10 cents in radio. Bardahl's radio-tv budget for 1954 will total half a million dollars.

The client's problem, as analyzed by its agency, the Wallace Mackay Co., Seattle, in September 1952, was "how to get Bardahl out of the pack." The company, which makes an oil to be added to automotive oil, already had national distribution, backed by national advertising, but the task was to excite the dealers (gas station service men) and to get the consumer to ask specifically for Bardahl.

The answer, the agency decided, was tv —specifically, one-minute animated spots, presented dramatically and with humor that would have recognition value. Bardahl had used live tv copy in some 25 markets, but the new filmed spots were really different.

The first spots ran in mid-January 1953, starting on KSD-TV St. Louis and quickly expanding to 64 stations in 54 markets.

The response was immediate and impressive. As described by Gerald Hoeck, Mackay account executive for Bardahl:

"There was terrific identification of the product. Motorists began to ask for it, and when Bardahl salesmen went to the service stations, the dealers were ready to be sold. Word of mouth advertising, as a result of the tv spots, was tremendous. In some states, Bardahl distribution jumped from half the service stations to as much as 90%. The tv campaign has even helped Bardahl find good salesmen to sell the product to dealers."

Delighted reactions came from everywhere. A high school student wrote: "Your ad is better than a lot of regular programs." A Bardahl distributor in New England reported:

"I have witnessed a miracle. . . . We showed the spots at the World Motor Sports Show in Madison Square Garden in New York City. Believe me it was absolutely fabulous. Whenever that theme sounded adults came running like children to see it. I mean this . . . *never, never* has any-

## SAMPLE SPOT IN THE SUCCESSFUL SERIES

"Bardahl," the character in the oil company's tv spots, wears a can of the oil additive where ordinary cops wear shoulder holsters. He's featured in such predicaments as the following, from a regular spot:

*(drum & music)*

*THIS STORY IS TRUE . . .*

*(musical theme)*

*IT WAS 10:39 WHEN I GOT THE CALL. JOE'S PLACE . . . SIXTEENTH AND POWELL . . . THEY'D JUST BROUGHT HER IN . . . SHE WAS IN BAD TROUBLE. GOT THERE AT 10:53 . . . TOOK ONE LOOK . . . IT WAS OUR OLD FRIENDS—DIRTY SLUDGE, STICKY VALVES, GUMMY RINGS, BLACKY CARBON. ONLY ONE THING TO DO . . . I CALLED FOR BARDAHL. 10:59 BARDAHL ARRIVED . . . HE WENT RIGHT TO WORK . . .*

*(stinger)*

*HE POURED ONE QUART OF BARDAHL IN THE CRANKCASE . . .*

*(music)*

*FED ONE PINT OF BARDAHL THROUGH THE CARBURETOR INTAKE . . .*

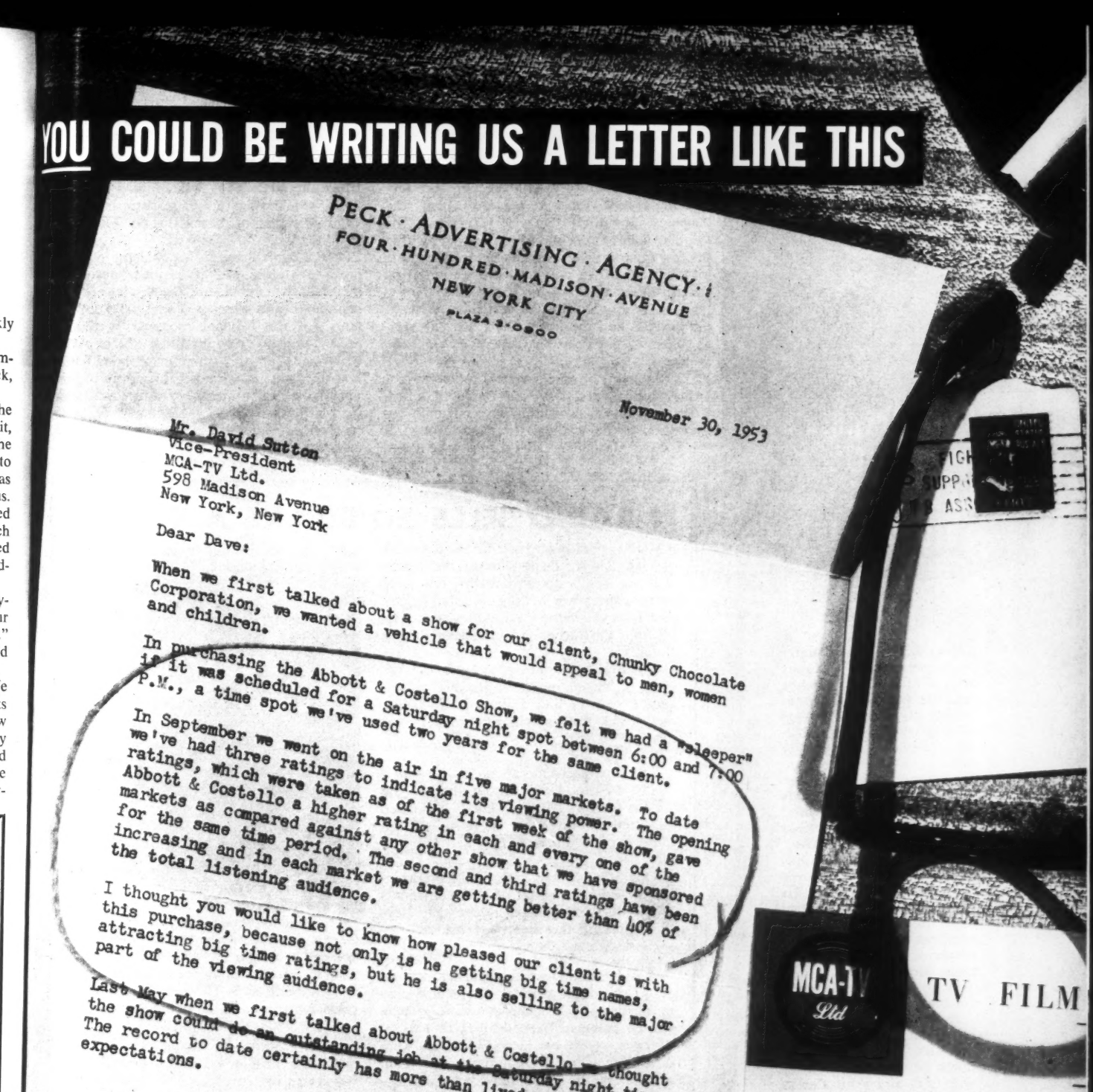
*(music)*

*ADDED FOUR OUNCES OF BARDAHL TOP OIL TO THE GAS TANK. AT 11:01 THE WHOLE GANG PULLED STAKES AND RAN . . . BARDAHL HAD DONE IT AGAIN. AT 11:03 BARDAHL TURNED TO ME AND SAID: "FRIENDS OF YOURS?" "NO."*

*"SHE IS NOW."*

*(closing theme)*

# YOU COULD BE WRITING US A LETTER LIKE THIS



PECK · ADVERTISING · AGENCY · Inc.
FOUR · HUNDRED · MADISON · AVENUE
NEW YORK CITY
PLAZA 3-0800

November 30, 1953

Mr. David Sutton
Vice-President
MCA-TV Ltd.
598 Madison Avenue
New York, New York

Dear Dave:

When we first talked about a show for our client, Chunky Chocolate Corporation, we wanted a vehicle that would appeal to men, women and children.

In purchasing the Abbott & Costello Show, we felt we had a "sleeper" if it was scheduled for a Saturday night spot between 6:00 and 7:00 P.M., a time spot we've used two years for the same client.

In September we went on the air in five major markets. To date we've had three ratings to indicate its viewing power. The opening ratings, which were taken as of the first week of the show, gave Abbott & Costello a higher rating in each and every one of the markets as compared against any other show that we have sponsored for the same time period. The second and third ratings have been increasing and in each market we are getting better than 40% of the total listening audience.

I thought you would like to know how pleased our client is with this purchase, because not only is he getting big time names, attracting big time ratings, but he is also selling to the major part of the viewing audience.

Last May when we first talked about Abbott & Costello we thought the show could do an outstanding job at the Saturday night time. The record to date certainly has more than lived up to our expectations.

Cordially,

Sidney G. Alexander
Vice-President

SGA:ak

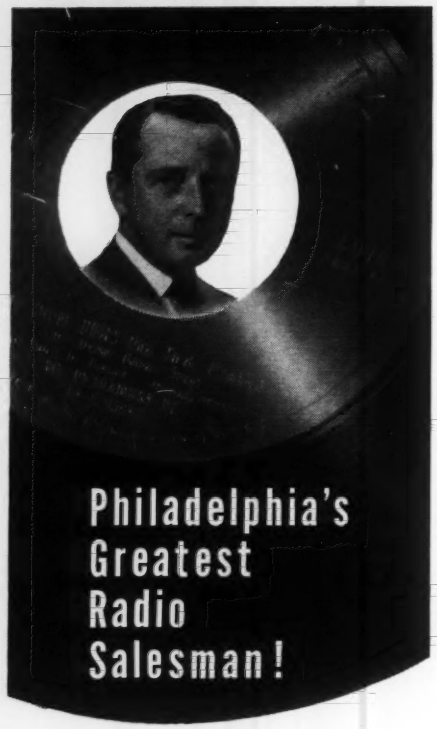
MCA-TV Ltd

TV FILM

Big time names lead to big time ratings. MCA-TV can give you both. Contact your nearest MCA-TV office today.

MCA-TV Ltd

NEW YORK: 598 Madison Avenue — Plaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863
ATLANTA: 611 Henry Grady Bldg. — LAmar 6750




Doug Arthur's pleasantly persuasive voice reaches more Philadelphia homes than that of any other radio personality. His famous "Danceland" is the greatest continued local success ever achieved by an independent radio station. "King Arthur" and his Round Table has reigned supreme in the Quaker City for fourteen years, spinning favorite hit tunes —new and old—to dance to, work to, dream to. His scintillating platter patter has a universal appeal that captures the hearts of listeners of all ages, occupations, incomes.

Doug delivers his commercials with captivating enthusiasm. He makes them SELL, and that is why his sponsors "LOVE that man!" Some of them have been with him since he started fourteen years ago.

WIBG GIVES YOU THE MOST LISTENERS FOR YOUR DOLLAR

WIBG

1425 Walnut Street, Phila. 2, Pa.
10,000 WATTS
**PHILADELPHIA'S MOST POWERFUL INDEPENDENT**
Represented by:
RADIO REPRESENTATIVES, Inc.
GRAND CENTRAL BUILDING
NEW YORK, NEW YORK

thing I've seen taken such a hold. They came back a second time (at $1.50 a head) and brought friends to see it."

Newspapers commented editorially: ". . . Can't remember that we ever before wished for a repeat of a commercial," said the Kansas City *Star*.

There was professional recognition too. Stations took time to tell the client and agency about the viewer response. The spots won three major accolades within a few months: The New York Art Directors Medal Award in national competition (first such award to a tv spot); the 1953 Hollywood Trophy of the Advertising Assn. of the West; and the sweepstakes Roy S. Marshall Award of the Seattle Advertising and Sales Club.

Prominent on the team responsible for this multi-success were Ole Bardahl, president of the client company, who gave approval for the unusual campaign; John M. Haydon, Bardahl's advertising and sales manager; Marlowe Hartung, vice president and art director of the Mackay agency, who directed the original story boards; Ray Patin Productions, Hollywood, which did the complete animation; and Bill Bates, Hollywood, musical director.

Although tv represented the major media effort, the audio copy was adapted for radio spots, which were aired, starting in March 1953, in scores of markets in New England, the Midwest and the West.

The Mackay agency's problem, as 1953 drew to a close, was to produce new commercials which would meet viewers' expectations and top the first set. The "villains" of the original spots—Dirty Sludge, Sticky Valves, Gummy Rings, Blacky Carbon—had captured the public imagination and the agency decided to develop their personalities. Four new animated spots started in November, and early reactions have been favorable. The 1954 schedule calls for regular use in over 60 markets.

## RADIO SELLS 20 BUICKS A DAY

AMONG the longer faces on the citizenry of Oak Ridge, Tenn., during the recent strike of 7,000 atomic workers, few were more expressive of the economic pall that hung over the community than that of John C. Barber Jr., operating Barber Buick Co.

Mr. Barber wasn't out of a job, as were most of the members of the big atomic center, but he had a burden—57 shiny new 1953 Buicks with the model year nearing an end.

What to do?

The answer: Operation 57-72.

The 57 stood for unsold Buicks, the 72 for hours. Together they symbolized an intensive three-day drive to sell all those cars in a strike-depressed community.

Operation 57-72 was built predominantly around a series of announcements on WOKE Oak Ridge, independent daytimer serving the area.

### Teasers Start It

Teaser announcements started at noon on a Monday. Though the sale wasn't to open until Wednesday noon, people started going to Barber Buick to look at the cars. Only two newspapers ads were scheduled since the campaign was built around radio. One newspaper ad appeared Tuesday and the second Friday.

No giveaways or gimmicks were used. No special discounts were offered on trade-ins. Even so, the radio results were described by Mr. Barber as "staggering."

"So many buyers and lookers appeared for the opening day that a traffic jam was created in the area," he said. "Many prospective buyers went unattended so we had to use more radio spots to apologize for the inability of the sales staff to serve everyone."

The entire stock of 57 new Specials, Supers and Roadmasters was sold, along with the wagons and convertibles and another small shipment was rounded up to fill the orders. Over 60 new Buicks were sold and prospects were still coming in when the floors had been cleared.

No wonder they're smiling! This group put over Operation 57-72 in Oak Ridge, Tenn., selling new Buicks at the rate of 20 per day. Left to right: Harry Weaver, general manager of WOKE Oak Ridge; John C. Barber Jr., owner of Barber Buick Co. (seated); L. E. Stewart, Barber Buick sales manager; O. E. O'Bleness, WOKE sales manager.

Many used cars on the Barber lot were sold, with other new and used car dealers in the area enjoying increased traffic on their lots. The trade-ins during the sale were cleaner than the normal cars, according to Mr. Barber.

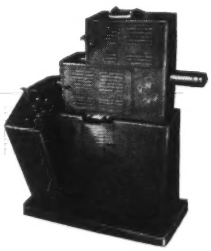
"Operation 57-72 was the most successful sales promotion ever staged by Barber Buick," Mr. Barber said. "Customers came from Knoxville, Lenoir City, Clinton, Norris, Oliver Springs, Harriman, Lake City, Kingston and La Follette, all saying they had heard about Operation 57-72 on WOKE. Thirty-five per cent of the new car sales came from these cities."

# Gray RESEARCH

# Precision Professional Equipment

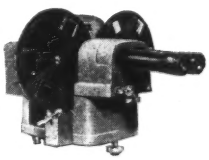
## FOR TELEVISION and BROADCAST STATIONS
## ACCEPTED and USED by ALL MAJOR NETWORKS

**FOR RELIABILITY • VERSATILITY • PERFORMANCE**



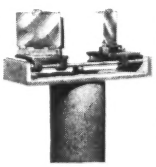
### TELOP I . . . TELEVISION OPTICAL PROJECTOR

Telop I is one-man operated, economical and reliable. It projects low-cost, easily produced "commercials" for increased profits. The Telop completely eliminates keystoning; any two photographs, glass lantern slides, or opaque cards can be projected, also small objects, with superposition, lap dissolves or fadeout. Metal slides holding either five or eight 4"x5" cards may be used for projection.



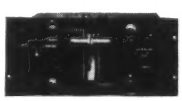
### 3A . . . TELOJECTOR

Compact, portable unit for automatic, remote control of standard 2" x 2" transparencies. Provides uninterrupted continuity with studio effects of fading, lapping and superposition. Slide turrets can be changed instantly.



### 60A FOUR-WAY FILM MULTIPLEXER

A precision arrangement of mirrors for operation of pairs of projectors simultaneously in a single TV camera or individually into two separate cameras. Also available as a two-way moving mirror multiplexer (illustrated) or two-way fixed mirror multiplexer.



### MANUAL CONTROL BOX

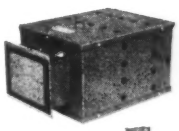
Gray's Control Box is especially designed for use with the Telojector. Control Box laps, fades, superpositions and permits remote changing of slides.

### TELOP II . . . PROJECTOR

For smaller TV stations . . . one man operated . . . will project any combination of slides, transparencies, opaque cards or photographs. Eliminates costly film strips and live talent, yet achieves clear sharp pictures with superposition, lap dissolves and fade-out effects. Small initial investment assures greater profits because of low production and operating cost.

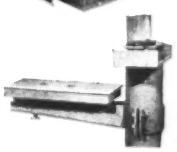
### 55A FILM CAMERA TURRET

One camera can serve up to 8 projectors with Gray camera turret. Mounted on heavy, welded steel frame, the turret revolves 360 degrees on heavy duty ball bearings with positive placement. Requires minimum space.



### 13A LIGHT BOX

This attachment will back-light 3¼" x 4" transparencies and make them part of a "commercial" along with opaque cards or other copy. The box mounts directly behind the slide holder groove in the optical channel opening of the Telop.



### 63A TELOJECTOR SHELF

The Gray Telojector shelf is of steel construction. Strong, sturdy, it is easy to attach to Multiplexer stand. Telojector mounts on shelf.

### 11A VERTICAL SCROLL DRIVE

The Vertical Scroll Drive will televise rollstock and broadcast running commentary or "commercials"—with or without sound accompaniment. Attaches to the optical openings of the Telop.

### 12A HORIZONTAL TAPE DRIVE

Horizontal Tape permits televising of 8 mm. news ticker tape. Tape can be projected on any part of screen—top, bottom or middle and superposed on copy televised from another Telop optical opening.

### 15R REVERSE CLOCK

Designed for time spots and announcements when either regular or reversal is required. Permits superposing of "commercial" or other copy.

### 106SP TRANSCRIPTION ARM

106SP Transcription Arm meets the strict requirements of modern, highly compliant pick-up cartridges. 3 Cartridge slides furnished, enable GE 1-mil, 2½ mil, or 3 mil cartridges or Pickering cartridges to be instantly installed. Fairchild cartridge slides also available.

### 108B VISCOUS DAMPED TONE ARM

Radically new suspension development on the viscous damping principle for perfect tracking of records and elimination of tone arm resonances. For all records—33⅓, 45, and 78 RPM. Solves all transcription problems.

### 602B EQUALIZER

The new 602B Equalizer provides balanced output, permitting operation of the Equalizer into either a balanced or unbalanced line. A convenient control allows instant switching from conventional records to Micro-Groove.

# GRAY RESEARCH

**and Development Co., Inc., Hilliard St., Manchester, Conn.**

**Division of the GRAY MANUFACTURING COMPANY Originators of the Gray Telephone Pay Station and the Gray Audograph**

Gray, as a special service to its many TV customers, now has available a custom-made test pattern with individual call letters for TV stations.

## SENATE HEARING TELECAST

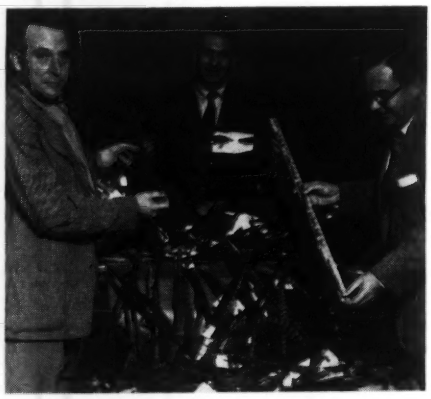
TELECASTING by KLZ-TV and KBTV (TV) Denver of the U. S. Senate hearing on a jury tampering charge has been praised as "the beginning of a new era in news coverage for the Denver area" in an article in the local newspaper *Colorado*. Comparing the programs favorably with network productions, special credit was given to KLZ-TV, whose camera-equipment and cameramen were used by both stations. Audience enthusiasm for the productions was described as "gratifying" and Hugh B. Terry, president and manager, KLZ-TV, Joe Herold, manager, KBTV and their co-workers were congratulated for a "worthwhile job well done."

## SENATORS' REPORT

A DISCUSSION series featuring the two U. S. Senators from North Carolina has been scheduled by WSOC Charlotte. Sens. Clyde R. Hoey and Alton Lennon will discuss on *Report to the People* many phases of legislation particularly significant to the people of the state besides telling how they voted on those issues and answering questions submitted by listeners. Made possible through the Joint Recording Facility of Congress, the series will continue through the second Session of the 83rd Congress.

## LEGAL QUERIES AIRED

COMMON legal problems involving personal rights and the role of the legal profession and courts in resolving same will form the basis for a new series of weekly programs on WMAQ Chicago starting Jan. 23. Titled *Case Dismissed*, the program will attempt to answer a variety of legal questions that confront the average Chicago citizen. Typical ones: personal rights when a citizen is arrested, drawing up a personal will, etc. The series is prepared in cooperation with the Chicago Bar Assn. and will feature authentic cases.



**WBNS-TV Columbus, Ohio, was tickled with 8,597 ring-tail pheasant feathers it received when Don Mack, host on *Outdoors With Ohio Federal*, sportsman's show, challenged listeners to send in their longest entries. Winner of the Amana home freezer donated by Graybar Electric Co. was a 26⅝-incher being examined with others by (l to r): Mr. Mack; Glen Moore, Ohio Federal official, and M. L. Trabue, Graybar.**

## WKTY HANDBOOK

A HANDBOOK of market information for the La Crosse, Wis., area has been prepared by WKTY La Crosse for distribution to national and regional agencies. The booklet contains city market statistics, information on population, buying power, retail, food and drug sales of the area and facts about WKTY's 24-county coverage.

## OFF AGAIN, ON AGAIN

HOUSTON'S educational KUHT (TV) inaugurated a vertical-type of programming in cooperation with the Houston Great Books Council when the weekly *Great Books* program went on the air with a discussion of John Locke's "Essay on Civil Government," and then returned to the air 30 minutes later for a quarter-hour discussion of arguments and questions phoned in by listeners during the interval. George Arms, KUHT producer-director, is originator of the idea.

## SYMPHONY INSTRUCTIONS

A SERIES of programs on WBTV (TV) Charlotte, N. C., designed to introduce the basic instruments that comprise a symphony orchestra to the station's audience, features a different instrument and soloist on each program. James Christian Pfohl, director of the Charlotte Symphony, acts as narrator-host. On the final program, all soloists will return to show how the instruments blend in a symphonic rendition.

## KEYY 'LITE IN THE SKY'

A SEARCHLIGHT is used by KEYY Provo, Utah, to promote grand openings, special sales and new products for its advertisers. The beam shines from five to seven miles high and the station claims great success in attracting curious crowds to its location. The light is leased out on a package rate which includes a specific number of spot announcements.

## KITE ALMANAC

A FARMERS' Almanac has been distributed as a promotion piece by KITE San Antonio. The inside-front cover has a schedule of KITE-FM evening programming and contains a reference to the back cover which has a list of KITE's news spots, a schedule of its morning and afternoon programs, plus a reminder to switch to KITE-FM when KITE signs off.

## WTTM 'FIRST'

A PRESS conference of Governor-elect Robert B. Meyner was recorded and then aired over WTTM Trenton, the first time, that station claims, in the history of the state that a press conference of a Governor or a Governor-elect has been recorded and then broadcast. Besides broadcasting the entire press conference during the evening WTTM aired excerpts on its daily fifteen minute newscasts.

## LA ROSA PIX REQUESTS

WJAS Pittsburgh's disc jockey, Barry Kaye, recently announced that pictures of CBS star Julius La Rosa were available to listeners who mailed requests to that station. An unexpected total of more than 10,000 requests from his afternoon audience were received. The requests were forwarded to CBS for reply.

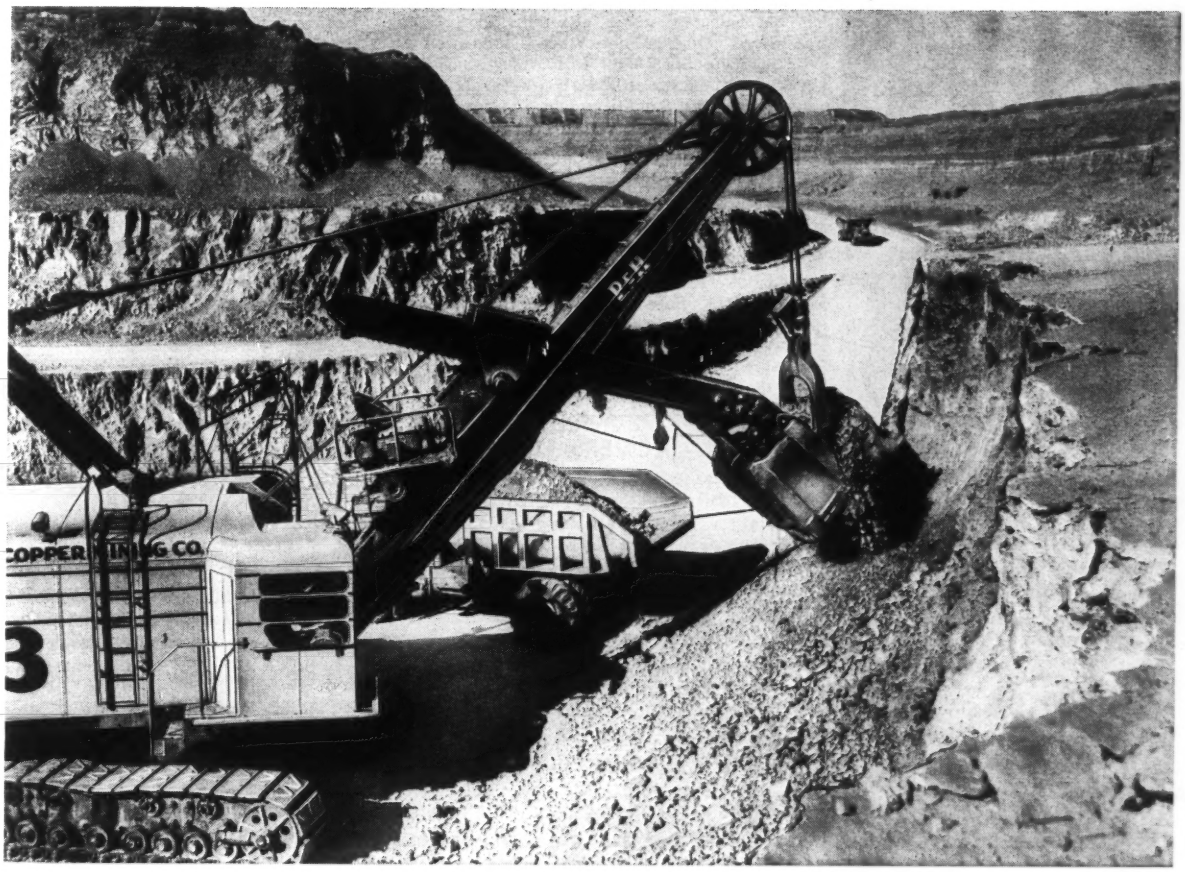
## FAIRY TALES ON KTTV (TV)

ANCIENT art of fairy tale telling is practiced on television every Saturday by Patricia Blake, "The Princess" on KTTV (TV) Hollywood's program of same name. Miss Blake, dressed as

**WBEN** has personalities—plus. They add *personal* punch to your sales message. Buffalo-area audiences *believe* WBEN personalities.

*Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.*

**BUFFALO EVENING NEWS STATION**



# A 7-Ton Bite into the Nation's NEWEST COPPER MINE

Anaconda's new open pit copper mine at Weed Heights, near Yerington, Nevada, is the first new copper mine to be put into operation in this country since World War II. Before ore could be economically mined, millions of tons of waste material—what miners call "over-burden"—had to be removed. It was officially opened on November 10, 1953, when the huge jaws of the electric power shovels began taking 7-ton bites.

Each month the new Yerington mine and beneficiation plant will be shipping about 5,000,000 pounds of copper, in the form of precipitates, to Anaconda's plants in Montana for smelting and refining.

The nation's newest copper mine is typical of Anaconda's constant efforts to develop mining resources, advanced metallurgical processes and new and better metal products at its manufacturing subsidiaries 53278A

**ANACONDA**
**COPPER MINING COMPANY**

*The American Brass Company*
*Anaconda Wire & Cable Company*
*Andes Copper Mining Company*
*Chile Copper Company*
*Greene Cananea Copper Company*
*Anaconda Aluminum Company*
*Anaconda Sales Company*
*International Smelting and Refining Company*

EVEN MEXICANS WATCH
W·H·E·N

Day-in and day-out,
the people of Mexico watch
WHEN and then shop
the greater Syracuse Market.

Mexico is only one of more than 250 communities covered exclusively by WHEN. Your advertising dollar, over WHEN, is exposed to over 2¼ million people. This is a market with a high stable buying income . . . a market whose buying habits are constantly influenced by watching WHEN. This is your opportunity to cover the important Central New York Market with JUST ONE medium . . WHEN.

SEE YOUR NEAREST
KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A
MEREDITH
STATION

W·H·E·N
TELEVISION
SYRACUSE



a storybook princess and surrounded on studio stage by a pint-sized audience, assumes all roles in old and new stories she tells her youthful admirers. Quarter hour show, sponsored by White King Soap Co., Los Angeles, is kinescoped and shown on KRON-TV San Francisco and KFMB-TV San Diego later in week.

## HOPE IMAGE CONTEST

A nation-wide contest is being conducted among children not over three years of age to find the one that looks most like Bob Hope. The comic is sponsoring the contest through his General Foods daytime radio show (Mon.-Fri., 10:30 a.m., NBC). Parents may enter the contest by simply mailing pictures to Bob Hope, Box 1550 New York. A $1,000 bond and a trip to Hollywood will be awarded to the national winner and the winner's parents.

## WTPA (TV) COVERS FIRE

THE 13TH remote program of six-months-old WTPA (TV) Harrisburg, Pa., covered one of the largest fires Harrisburg ever suffered. WTPA cameras were on the scene of the burning John Stapf Co. warehouse within 10 minutes after the first alarm was sounded, according to the station.

## OPEN HOUSE BROADCAST

RECORDING stars, including Pearl Eddy and Johnny Desmond, were among 129 invited guests at WTMJ-AM-TV Milwaukee's *Music Milwaukee* Open House, where the top tunes of 1953 were reviewed in a 2½-hour broadcast. *Music Milwaukee* is normally a half-hour weekly program featuring the seven best selling songs of the week in the Milwaukee area, but time was extended to handle the 1953 roundup which featured interviews by m.c. Bill Reynolds of show business celebrities. All leading record companies were represented as were several advertising agencies.

## WNBW (TV) COVERAGE

WNBW (TV) Washington reports that since it increased its tower height and raised its power to 100,000 watts last August, women's clubs in rural areas of Virginia and Maryland have become fans of Inga, star of *Inga's Angle*, station's fashion and beauty program. In the past two weeks, WNBW reports, two groups have hired busses to drive them into Washington to attend the program.

## HEMINGWAY'S PRIZES

PRIZES of 180 Westinghouse tv sets and 300 Westinghouse clock radios will be given to listeners of Frank Hemingway news program on Don Lee Radio network and viewers of *Queen for a Day* on KHJ-TV Hollywood during a six week slogan-completing contest for sponsoring White King Soap Co., Los Angeles. Contest, which starts Feb. 8, requires participants to complete statement in required number of words on advantages of sponsor's soap over chemical detergents. Each week, 30 tv and 50 clock-radio sets will be awarded winners.

## WKY-TV Puts Booth in Courtroom to Cover Trial

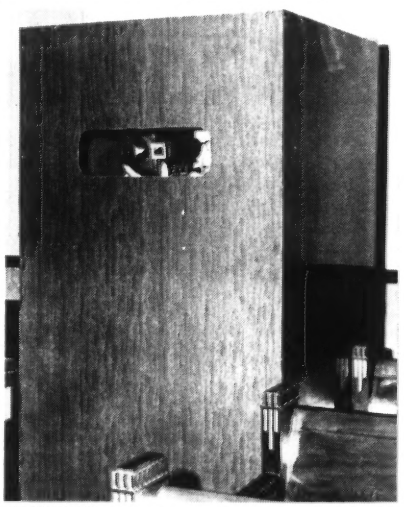
SOUND-ON-FILM television coverage of a murder trial in Oklahoma City's District Court was handled by WKY-TV that city in December by use of equipment and techniques which made the handling inconspicuous and non-distracting to the courtroom, that station reports.

Before the trial WKY-TV's assistant manager, Hoyt Andres, and news director, Grant Foster, submitted plans to District Judge A. P. Van Meter by which a specially constructed booth, finished in the decor of the courtroom, would be set up to enclose sound equipment, cameraman and camera, with only a slit for the camera to shoot through, thus making the video setup visible to no one in the court.

Extra lighting was achieved without distraction by attaching reflector flood lights to the courtroom's regular lighting fixtures, with emphasis on the judge's bench and jury, the station said. Microphones were placed inconspicuously on the judge's desk, with extension cords routed around the edge of the room out of sight.

Since time did not allow for fair presentation of testimony on both sides, sound coverage was limited to swearing in of the jury, the judge's charge to the jury, the verdict and the sentencing. A summary of testimony was presented behind silent film, both sides being represented equally by narration, WKY-TV said.

Said Judge Van Meter afterward: ". . . The attention of the jurors, the witnesses and the court was not distracted in any appreciable manner. . . . In my opinion, if television is used in an educational and factual manner as it was in this case, without any of the spectacular portrayal, it should be very helpful. . . ."



**WKY-TV's courtroom coverage is inconspicuous, thanks to this special booth designed with a slit for camera operation.**

Said Mr. Foster: ". . . We didn't demand this entrance as the eyes and ears of the public or clamor that we had a right to be there because newspapers and wire services were there. We showed what we proposed to do, and did it. It was as simple as that. . . ."

WKY-TV previously had covered a vote fraud trail in Oklahoma County's Common Pleas Court with silent film.

# site selected for BEST SIGNAL STRENGTH required tower with HIGH SAFETY FACTOR

In a congested area of downtown Louisville, Kentucky, station WHAS-TV found the best site for their tower—which meant they needed a sturdy, self-supporting tower with a high safety factor.

Rising 600 feet above street level, this square, heavy-duty, self-supporting Blaw-Knox Type H 40 tower is designed—

- to comply with exacting engineering requirements for maximum safety
- to use heavy structural members for maximum strength and minimum deflection
- to insure extra structural strength by using ribbed type "drive bolts" in all corner leg splices
- to provide proper support for transmission lines
- to protect the structure against all weather conditions by hot-dip galvanizing

These are only some of the features of Blaw-Knox Towers which are designed and constructed to meet specific customer requirements—based on some forty years experience in building towers.

To get more complete information on Type H 40 and other types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

**BLAW-KNOX COMPANY, PITTSBURGH 38, PENNSYLVANIA**
**BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT**

BLAW-KNOX

# ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

## Sheen on WICU (TV)

WICU (TV) Erie, Pa., on Feb. 2 will begin bringing Bishop Fulton J. Sheen's DTN show *Life Is Worth Living,* to its audience "live" at 8 p.m. Tuesdays as a replacement for the NBC-TV *Buick-Berle Show* in that time slot, Edward Lamb, station owner, has announced. Mr. Lamb said WICU hopes to kinescope the *Berle* show, which it has carried five years, for telecast at a different time. He said the change has been under "serious consideration" for many months in WICU's desire for "church leaders . . . to be at the very forefront of our tv scheduling."

## COVER COLUMBIA'S 200TH

IN CONNECTION with Columbia U.'s year-long observance of its 200th anniversary, some 53 radio and television programs are being presented over networks and stations in the New York area during January. Programs pointing up the bicentennial theme of "Man's right to knowledge and the free use thereof" are being carried on New York's WQXR, WNBC, WMCA, WCBS, WOR, WNBT (TV), WPIX (TV), and WATV (TV) Newark, and CBS Radio, Mutual, ABC-TV, CBS-TV, NBC-TV and DuMont.



### Advertisers

**William L. Perry** elected vice president of Liggett & Myers Tobacco Co., N. Y., and **William B. Lewis Jr.** elected a director.

**William H. Gaines,** Eastern field sales manager, Colgate-Palmolive Co., N. Y., named sales manager, Kay Daumit Div. **Samuel E. Lindley Jr.** succeeds Mr. Gaines as field sales manager.

**Ernest C. Hoffman,** northern California district manager, Los Angeles Soap Co., L. A. (White King soap), named general sales manager.

**Hal Rorke,** account executive, Glasser-Gailey Inc., L. A., has resigned.

**Russell Z. Eller,** advertising director, Sunkist Growers Inc., L. A., presented with medal for outstanding work in field of conservation at first annual Nash Conservation Awards dinner in Washington, D. C.

### Agencies

**H. B. LeQuatte** to Abbott Kimball Co., N. Y., as vice president and chairman of plans board.

**George N. Beecher,** formerly with Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as vice president and account executive.

**Herbert A. Carlson,** formerly head of his own public relations and advertising consultant office in Seattle, appointed vice president of Grant Advertising Inc., headquarters in Chicago.

**Burton C. Granicher, Joseph R. Fox, John M. Bridgman, Albert J. Camille** and **Phipps L. Rasmussen,** senior account executives, McCann-Erickson Inc., S. F., all named vice presidents.

**Norton E. Forgie** and **Howard R. Keating,** both account executives and **Everett L. Thompson,** head of radio-tv department, Baldwin, Bowers & Strachan Inc., Buffalo, elected vice presidents of that agency.

**Clifford E. Bolgard,** media director of Sherman & Marquette Inc., Chicago, elected a vice president.

**Richard K. Stanton,** vice president and manager, West-Marquis Inc., Portland, Ore., and **Henry J. Morton,** form **Morton & Stanton Advertising Agency,** that city, with offices at 1500 S.W. Taylor St. West-Marquis accounts will be handled by new agency.

**Charles E. Patrick,** formerly of Donahue & Coe, N. Y., to Emil Mogul Co., N. Y., as account executive.

**Paul Russell,** account executive, BBDO, L. A., to Minneapolis to head agency's Minnesota Mining & Mfg. Co. account group. **John L. Sullivan,** BBDO, S. F., to L. A., replacing Mr. Russell.

Mr. Russell

**Aldon Richards,** formerly production staff, KSL-TV Salt Lake City, to Gillham Advertising Agency, that city, as account executive in charge of tv.

**Robert Ervin,** assistant to public relations manager, American Viscose Corp., Phila., named assistant account manager, John Falkner Arndt & Co., same city.

**Richard Stanton,** formerly president, John Stanton & Son, N. Y., to Ward Wheelock Co., that city.

**Charles F. Fleishmann,** formerly advertising-sales promotion manager, Penick & Ford, Ltd., **A. Gould Harrison,** formerly eastern district sales promotion and advertising manager, Westinghouse Electric Corp., and **Robert Lansdon,** account executive, N. W. Ayer & Son, all to the contact department, Young & Rubicam Inc., N. Y.

**Charles H. Warner III,** copywriter and radio-tv director, Philip J. Meany Co., L. A., named copy chief.

**David R. Hayes,** WFJL (FM) Chicago, to W. E. Long Co., that city, as assistant director on radio-tv accounts.

**Maurice Dallimore,** formerly of NBC New York, appointed to television dept., O'Brien Adv. Ltd., Vancouver.

**Alfred B. Udow,** advertising manager, Turner Smith Drug Co., N. Y., to Emil Mogul Co., N. Y., in that agency's account service group.

**Barnet M. Daniels,** director of special services, National Assn. of Mfrs., and **Sidney B. Corbett,** Allman Co., Detroit, to copy staff of Kudner Agency, N. Y.

**Donald R. Holm,** copy chief and information director, Hyster Co., Portland, to Stromberger,

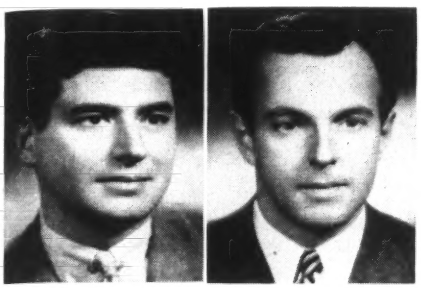
CKLW
MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26
HERE'S HOW . . . to sell more listeners per dollar invested than with any other major station in the Detroit area . . . use CKLW . . . the station with lower rates which produces low-cost results for your advertising dollar!
CKLW covers a 15,000,000 population area in five important states!
SOON* CKLW-TV Channel 9
50,000 WATTS
800 KC.

LaVene & McKenzie, L. A., to handle public relations and advertising on General Petroleum in Ore. and Wash. headquartered in Portland.

**Hester Hunter** named copy chief, Hoefer, Dietrich & Brown Inc., S. F.

**Richard Bellamy,** director of public relations, Benton & Bowles, N. Y., resigns effective Jan. 31. Mr. Bellamy has not yet announced his future plans.

**Jack Cherbo** and **John Phillips,** formerly account executives, Arthur Meyerhoff & Co., Chicago, form **Phillips & Cherbo Advertising Agency,** with offices at 56 E. Walton St., same city.



**Mr. Cherbo** **Mr. Phillips**

**James Diamond,** owner, Diamond Advertising Agency, S. F., and **Clint Sherwood,** program director, KSAN that city, have formed **Diamond & Sherwood Inc.,** S. F., with offices at 821 Market St.

**J. Alan Rinehart,** assistant general manager, KCOK-TV Tulare, Calif., forms Alan's Advertising Agency, that city.

**Charles H. McDougall** to Buchanan & Co. Inc., S. F., as chairman of plans board and account executive.

**Carl Short,** traffic department, Erwin, Wasey & Co. Ltd., L. A., named assistant account executive.

**Hugh A. Scott,** Portland newspaperman, to Ray Carr Organization, that city, as production and publicity head. **Charles R. Stafford,** production manager, Carr Organization, to Arthur Smith Agency, same city.

**Ted J. Grunewald,** William Esty & Co., N. Y., to Hicks & Greist Inc., N. Y. as business manager of tv-radio dept.

**T. Robert Garry,** Fletcher D. Richards Co., N. Y., to Emil Mogul Co., N. Y., as assistant marketing and merchandising director.

**Gerald M. Schaflander,** Biow Co., N. Y., to Kudner Agency, N. Y., in service department.

**Maria Carayas,** timebuyer, Roy S. Durstine Inc., N. Y., to Hilton & Riggio, N. Y., as radio-tv timebuyer.

**Norman B. Moeller,** account executive and radio-tv director, William W. Harvey Inc., L. A.; **Carl Falkenhainer,** account executive, Robert C. Culbertson Advertising, Beverly Hills, and **Vaughan Shedd,** account executive, Yambert Inc., Hollywood form **Moeller, Falkenhainer & Shedd Inc.,** with offices in 6013 W. 3rd St., L. A. Telephone is Webster 8-2686.

**Monte J. Curry,** account executive, Rockett-Lauritzen, L. A., opens **Curry Advertising,** Phoenix, Ariz. Address is 909 N. 1st St., with telephone number Alpine 288-28.

**J. F. Ashbaugh,** formerly with KPOJ Portland, Ore., forms J. F. Ashbaugh Co., that city.

**George E. S. Thompson,** advertising consultant,

*Advertisement*

From where I sit
*by* Joe Marsh

## Open Even When He's Closed

Must have been daydreaming on my way to a meeting down in Centerville the other night. My car ran dry before I thought to look at the gas gauge, but I managed to baby it along and coast into a gas station—and found it closed!

*Well, I thought my plans were ruined for sure until I noticed a gasoline can with a sign: "This is emergency gas. Just help yourself and leave the can with $1.00. Thanks."*

Got the old bus started, made the meeting on time, and had enough gas to get back home again—thanks to a trusting friend.

*From where I sit, folks who trust their neighbors make the world a better place to live in. For instance, letting a friend express his personal preferences, is one way of trusting your neighbor. Sometimes I prefer a temperate glass of beer in the evening to, say, coffee, but I'll always ask what you'd like before I pour yours.*

Joe Marsh

*Copyright, 1954, United States Brewers Foundation*

Oakland, Calif., moves to White Bldg., 339 Fifteenth St., there.

**Harry Rauch,** vice president in charge of radio-tv publicity, Young & Rubicam Inc., N. Y., in Hollywood for semi-annual conference with Y & R office there.

**Edward McAuliffe,** J. Walter Thompson Co., elected president of Copy Club of Chicago. Other officers are: **Curtis Berrien,** Needham, Louis & Brorby, vice president; **Henry Bokhof,** Foote, Cone & Belding, treasurer; **Raymond Finnegan,** J. Walter Thompson Co., secretary.

## Stations

**George A. Bernstein,** former manager of WOL Washington, has joined executive staff of WLIB New York.

**John Geddes,** account executive, Edward Petry & Co., station representatives, to sales department of WNEW New York, as account executive.

**Bill Harrell,** vice president, KVWO Cheyenne, Wyo., elected general manager and **Peter F. Dunne,** assistant manager, promoted to manager.

**Lloyd Allen,** separated from USAF with rank of Lt. Col., to KHJ-TV Hollywood as account executive.

**Norwood Patterson** named general of KSAN-AM-TV San Francisco; **Ralph Sacks** named sales manager, KSAN-TV, and **Richard Bott** appointed sales manager, KSAN-AM.

**Larry Stevens,** staff announcer, KGMB Honolulu, and **Mark Griffin.** former ASCAP Northwest branch manager, named account executives, KGMB-TV and KGMB, respectively. **Don Frink** to KGMB-AM-TV as merchandising coordinator.

**Gordon E. Morehouse,** sales manager, KOIL Omaha, appointed regional sales director KHOL-TV Kearney, Neb.

**James L. Robertson,** classified advertising salesman, *Los Angeles Examiner,* to KFXM San Bernardino as account executive.

**Stanley S. Simpson,** sales manager, KCOK Tulare, Calif., named station manager KCOK-TV.

**Tony Belle,** merchandising manager, KMOX St. Louis, named account executive on sales staff. **Earl Stauffer** succeeds Mr. Belle as merchandising manager.

**Robert Little,** Hallmark Productions, Hollywood, and **E. L. Baldwin,** to WRFD Worthington, Ohio, as account executives.

**THREE promotions in line with executive changes at NBC were announced fortnight ago [At Deadline, Jan. 11]. George H. Frey (l) was named vice president in charge of television network sales, succeeding John K. Herbert, resigned; Carl Stanton (c) becomes vice president in charge of the Film Division, succeeding Robert W. Sarnoff, now NBC executive vice president, while Thomas McAvity (r) was named vice president in charge of television network programs, succeeding Sylvester L. (Pat) Weaver, now NBC president.**

**Harold Orton,** KNUZ Houston, to KREL Baytown, Tex., as salesman.

**J. Walter Greep,** news analyst, WVJS Owensboro, Ky., named news director of that station, in addition to continuing his five - nights - a - week news analysis show.

**Mr. Greep**

**Bradley Roberts,** sales promotion-advertising manager, Earle - Chesterfield Mill Co., Asheville, N. C., to WLOS - AM-TV that city, as commercial manager.

**Eldon Durand,** WNOE New Orleans, promoted to production and merchandising manager of that station.

**Steve Davis,** formerly account executive, tv dept., National Screen Services, N. Y., appointed publicity director, WTRI (TV) Schenectady, N. Y.

**Darrell Ross,** production manager, ABC-TV Hollywood, and **C. G. Renier,** producer on KLAC-TV (now KCOP-TV) *Hollywood on Television,* signed by KCOP-TV as production director and producer-director, respectively.

**Gene Godt,** associate news director, WCCO-TV Minneapolis-St. Paul, named director of promotion and public relations that station.

**David R. Hayes,** WFJL (FM) Chicago, to W. E. Long Co., that city, as assistant director on radio-tv accounts.

**Jack Sanders,** WSKB McComb, Miss., named promotion and merchandising manager, WWL New Orleans. He succeeds **Ray Liuzza** who leaves to join Sen. Russell Long (D.—La.) in Washington as press secretary.

**Dale Evans,** AFRS, to KVOE Santa Ana, Calif., as news director.

**Ralph Goldstein,** WFIL-TV Philadelphia, named film editor of that station.

**Donald A. Norman,** general manager, KNBH (TV) Hollywood, received award from Los Angeles Chamber of Commerce for station's contribution to annual Community Chest drive in telecasting and kinescoping drive's kick-off ceremonies.

**Robert C. Walker,** program director, WABB Mobile, Ala., to WNOE New Orleans in same capacity.

**Dick Cook** and **Audrey Caughey,** WMPS Memphis, to WCBR same city, as program director and continuity director, respectively.

**Carl V. Tibbetts,** WSB-TV Atlanta, to WROL-TV Knoxville, as producer-director.

**Jack Fisher** to WPRS Paris, Ill., as announcer-sports director.

**Brad Sherman,** WFPG Atlantic City, to WMID same city, as staff announcer.

**Nick Reyes** to KLYN Amarillo as staff announcer.

**John Harlan,** with U. S. Navy for past two years as Lt. (jg), rejoins KNXT (TV) Hollywood as staff announcer.

**Larry Sundquist,** KSAL Salina, Kan., to KABQ Albuquerque, N. M., as staff announcer.

**Sy Dennis** to announcing and news staff, WGAY Silver Spring, Md.

**Warren Wightman,** formerly associate producer of *Johns Hopkins Science Review,* to WHEC-TV Rochester as television producer.

**William T. Romaine,** WSAZ-TV Huntington, W. Va., appointed director of public affairs for that station.

**Al Wurth** to local sales department, KFBB Great Falls, Mont.; **Teresa Didier** to traffic de-

For **MINUTE** spots
to **SELL**
Youngstown, Ohio
*call any Headley-Reed office or . . .*
**WFMJ** RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121

partment and **Warren Pritchard** to engineering department, same station.

**Fred Weibel,** music commentator, Salt Lake City, to KABQ Albuquerque, N. M., as host-m.c. of *Meet the Classics* program.

**Larry Harmon,** star of KNBH (TV) Hollywood *Commander Comet,* father of boy, Dec. 31.

**Jim Ameche,** announcer, KLAC Hollywood, father of daughter, Penny, Jan. 4.

**Lee Fondren,** national sales manager for KLZ Denver, elected president, Advertising Club of Denver.

**Graham B. Poyner,** newly elected vice president, WPTF Raleigh, N. C., joined that station's "20 Year Club" and was presented a certificate and Defense Bond by **Richard H. Mason,** WPTF president.

**Fred E. Walker**, director of public affairs, WTTM Trenton, named public relations director for Mercer County Heart Fund.

**Don Hartford,** commercial manager, CFAC Calgary, elected chairman of Advertising and Sales Club of Calgary for 1954.

**Joseph W. Dobbins,** 37, sports announcer, WCOL Columbus, Ohio, was killed in a plane crash Jan. 12.

**W. B. (Jimmy) Garthwaite**, 58, S. F., freelance newscaster, died Dec. 30.

## Networks

**Bernard L. Kemendo,** national sales manager for Armed Forces Sales Dept. of Lever Bros., named southwestern district supervisor for NBC Merchandising Dept.

**Henry Bussey,** and **Richard Johnson** named associate directors, NBC Central Div., Chicago, for radio and tv, respectively.

**Robert P. Canavan,** sales representative for MCA's tv syndication dept., to ABC-TV sales department as specialist in market coverage.

**Bill Brown,** agency production supervisor, Young & Rubicam Inc., Hollywood, to CBS-TV that city, as staff director assigned to *Life with Father* live tv series. He succeeds **John Claar,** who will concentrate his full efforts on CBS-TV *Our Miss Brooks* film series.

**Paul O'Hara,** master control engineer, CBS Radio, Hollywood, named engineer supervisor succeeding **Robert Miller,** deceased.

**Norman Siegel** has resigned as West Coast director of publicity and exploitation for CBS-TV. His future plans are to be announced.

**Lawrence H. Buck,** manager of the account manager's group for DuMont Television Network, appointed account executive for DuMont's WABD (TV) New York.

**Bob Ellis,** former CBS announcer in Washington, has opened a cocktail lounge, "The Town Club," at St. Thomas, Virgin Islands.

**Betty Brewer,** secretary to Guy della-Cioppa, vice president in charge of network programs, CBS Radio Hollywood, and **Jack Purcell,** attorney, CBS that city, were married Dec. 30.

**Dr. Frances Horwich,** moderator of NBC-TV's *Ding Dong School,* named "Television's Out-

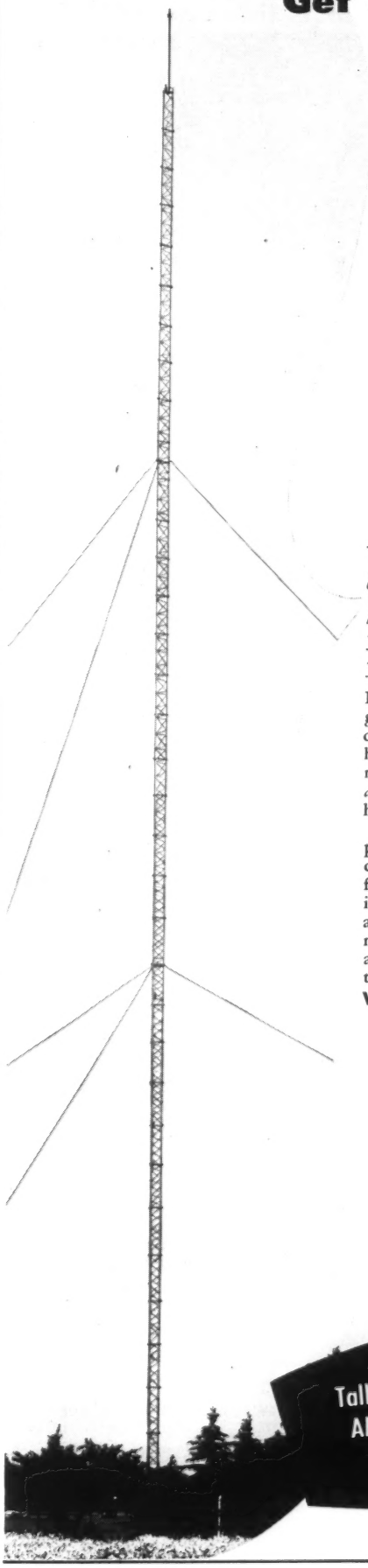

**Get on the air**

# WEEKS EARLIER

**with the new**

**VIDECO** by **IDECO**

**package tower!**



*You'll get on the air earlier . . . reduce by weeks that non-profit period between permit validation and sign-on . . . when you specify a Videco package tower for your new UHF station!*

Developed by Ideco, Videco is a medium-height guyed tower in a "package" that can be delivered complete to your site within 6 weeks. Videco heights range from 300′ to 620′; will accommodate *any* UHF antenna; for VHF, will carry *any* 3 to 5 bay low band antenna or 3 to 6 bay high band antenna.

Speedy erection is a feature of the Videco . . . prefabricated units jig-welded and jig-drilled during the precise Ideco shop-fabrication go up fast, safely, easily. Complete fabrication eliminates manual adjustments on the job, insures a "true" tower free from undue stresses that meets all RETMA specifications. Videco towers are completely Hot-Dip galvanized after welding to insure rust-cheating resistance to the weather.

**Whatever Your Tower Height**

. . . even way over 1,000 feet . . . all your problems can be resolved safely, sensibly, by letting Ideco engineers assume the responsibility for every step. Place your tower problems in their capable hands under a single contract with Ideco or your equipment supplier . . . design, foundations, fabrication, erection, equipment installation, rigid final inspection . . . with complete insurance coverage all the way. *For your tower . . . come to Ideco . . . write, wire, phone!*

**IDECO DIVISION, Dresser-Stacey Co.**
**Dept. T, Columbus 8, Ohio**
**BRANCH: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.**

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO tower "know-how" keeps you on the air!

standing Woman of 1953" by editors of the *Book of Knowledge* for her "original and effective use of the television medium in pre-school education."

**Mrs. Lillian Paley,** 62, wife of **Jay Paley,** CBS founder, died in Los Angeles.

## Manufacturers

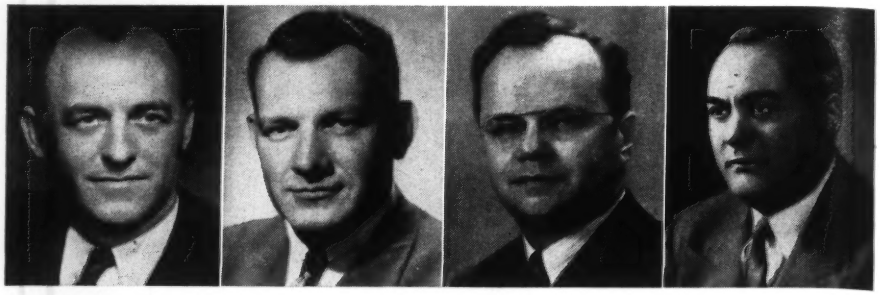
**G. W. DeSousa,** manager, Tube Dept. marketing administration, General Electric Co., Syracuse, N. Y., promoted to manager of equipment tube sales. He is succeeded by **Milton J. Strehle,** formerly manager of Tube Dept. intra-company sales.

**Cole H. Pilcher**, assistant director of industrial relations, Sylvania Electric Products Inc., N. Y., appointed director of industrial relations and **James M. Early,** commercial engineering dept. of Sylvania, named sales service engineer, radio-tv picture tube division.

**G. P. Foster** appointed midwest regional manager of communications for electronics division of General Electric Co., Chicago. He succeeds **H. N. McNeill,** transferred to GE's Syracuse, N. Y., office as manager of product service.

**Albert N. Dingee,** advertising manager, Electric Storage Battery Co., Phila., appointed public relations director of that company.

**C. L. Walker,** sales staff member for General Instrument Corp. (tv, radio and electrical components), named manager, Chicago sales office, and **Ralph R. Stubbe** has been promoted to chief engineer at company's Elizabeth, N. J., headquarters.



**NEW TITLES were conferred on these four men at RCA last Monday in conjunction with establishment of two new divisions and consolidation of staff functions of the corporation. [At Deadline, Jan. 11] The men (all executive vice presidents) and the divisions they head (l to r): Joseph B. Elliott, Consumer Products; W. Walter Watts, Electronic Products; Dr. E. W. Engstrom, RCA Labs, and Charles M. Odorizzi, Corporate Staff.**

**John S. Van Leer,** 63, comptroller and assistant secretary, Allied Record Mfg. Co., Hollywood, died Jan. 5 of a heart attack.

## Representatives

**Edward Codel,** tv director of The Katz Agency, N. Y., and **H. J. Grenthot,** assistant treasurer, elected directors of that national advertising representation organization. Mr. Codel has been with Katz since 1947, Mr. Grenthot for more than 23 years. B•T issue of Jan. 11, erroneously identified the firm as Joseph Katz Co., advertising agency located in Baltimore.

**Mr. Codel**

**Mr. Grenthot**

**Wallis S. Ivy,** formerly with the J. Walter Thompson Co., N. Y., to sales staff of the Dallas office of the Katz Agency.

**Mr. Ivy**

**Tom Whitson,** son-in-law of the late **John Petrie,** board chairman of the Branham Co., joins the station representative firm as salesman.

**Louis Faust,** account executive, H-R Representatives Inc., N. Y., to New York sales staff, John Blair & Co., radio station representative.

## Film

**Walter A. Klinger,** former national operations manager, United Television Programs Inc., Hollywood, to Comet Television Films Inc., that city, as West Coast sales manager.

**Monroe Mendelsohn,** formerly radio-tv director, Kaufman Assoc., Chicago, named sales promotion director, Guild Film Co., N. Y.

**Noel K. Rubaloff,** merchandising manager, Enterprise Adv. Agency Inc., L. A., to United Television Programs Inc., that city, as sales promotion manager. He succeeds **Monroe Mendelsohn,** who joins Guild Films Inc., N. Y., in similar capacity.

**Richard P. Buch,** Consolidated Film Sales, atlanta, to CBS-TV Film Sales, same city, as office manager; **James M. Orchard** to CBS-TV Film Sales headquarters, N. Y., as account executive, and **Barr Sheets** to that company's Chicago Office, as account executive.

**William Tinsman,** casting director, Roland Reed Productions, Culver City, Calif., adds duties as production executive.

**Doc Merman,** production manager, Edward Small Productions, Hollywood, to Gross-Krasne Inc., that city, to handle same duties on firm's tv film series.

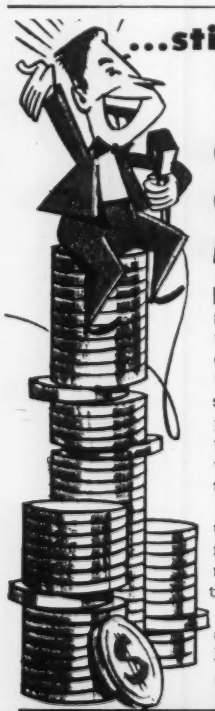
**Elisabeth Beckjorden,** formerly with O. L. Taylor Co., station representation firm, named publicity-public relations assistant to **Michael O'Shea,** publicity director of Film Syndicate Div. of Motion Pictures for Television.

**Mrs. Beckjorden**

**Don Mahin,** 30, assistant film editor on ABC-TV *Adventures of Ozzie and Harriet* for Stage Five Productions, Hollywood, died in his sleep Jan. 2.

**Hardie Frieberg,** account executive, ZIV Television Inc., named eastern sales manager of Television Programs of America.

**Chet Brouwer,** West Coast tv director, N. W. Ayer & Son, Hollywood, to Harry Owens Tv Enterprises, that city, as production supervisor on CBS-TV *Harry Owens Show,* resuming Jan. 30.

...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

## EDUCATION

# Okla. Educational Tv Unit Awards Bond Issue

OKLAHOMA Educational Television Authority, established last May by the State Legislature [B•T, May 25, 1953], has awarded $1,450,000 in bonds to seven Oklahoma and Kansas investment firms at 4% interest, the *Wall Street Journal* reported last week.

The money will be used to begin the state's proposed 10-station educational tv network, with the pilot station planned for Oklahoma City noncommercial educational vhf ch. 13, a Washington spokesman for National Citizens Committee for Educational Television said. The second outlet would be on ch. 11 at Tulsa.

OETA received a construction permit Dec. 2 for Oklahoma City ch. 13, and estimates a cost of $1,640,000 for construction of the outlet and $500,000 for the first year's operation [B•T, Dec. 7, 1953].

The approved Oklahoma bill, HB-1033, authorizes the state to issue bonds against the state's public building fund, with the bonds to be repaid out of royalties from oil wells on state-owned lands.

Walter Emery of the Joint Committee for Educational Television, Washington, said OETA was accepting money from other sources to be used by the state educational tv system.

KWTV (TV) ("World's Tallest Video") Oklahoma City, which went on the air on vhf ch. 9 Dec. 12, but expects to shift to its 1,572-foot antenna when construction is completed, will allow the Oklahoma City educational station the free use of its tower (for a 1,440-foot antenna) and free use of the land on which the ch. 13 outlet's studios and transmitter will be located, according to George C. Davis, consulting engineering firm, Washington.

The firm, which is in charge of engineering for both stations, said the KWTV antenna, a 12-element superturnstile, will be atop the tower, and the 14-element ch. 13 supergain antenna immediately below it.

# Bell, Krieger Appointed In D. C. Ch. 26 Drive

APPOINTMENT of Daniel W. Bell as treasurer and Seymour Krieger as general counsel of the Greater Washington (D. C.) Educational Television Assn. was announced last week by Dr. Martin A. Mason, chairman of the association's board of trustees.

Mr. Krieger

Mr. Bell, former Under Secretary of the Treasury, is president of the American Security & Trust Co., Washington. Mr. Krieger, radio-tv attorney, also is counsel for the Joint Committee on Educational Television and participated in the tv reallocation proceeding. From 1940-42 he was with FCC's legal staff, assisting in the chain broadcasting case.

Greater Washington Educational Television Assn. proposes to file application for reserved uhf ch. 26 in the District of Columbia. It is composed of 19 cultural and educational organizations in the Nation's Capital. The District of Columbia Board of Education already has a bid pending for ch. 26, but processing has been delayed because Congress has not provided funds for its proposed station.

## AWARDS

# SDX Sets Feb. 1 Deadline For Awards Nominations

DEADLINE for nominations in 14 fields for distinguished service awards in journalism covering the year 1953 has been set at Feb. 1, Victor E. Bluedorn, executive director of Sigma Delta Chi, professional journalistic fraternity which makes the annual awards, said last week.

Two of the awards will be made to individuals in broadcast media—one for excellence in radio or tv newswriting and the other for radio or tv reporting. Awards also will be made to a radio and a tv station for public service in journalism.

Nominations should be sent to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, and must be accompanied by recordings with name of the author, station and date of broadcast, together with a statement of circumstances under which the assignment was fulfilled.

**ON THE fifteenth anniversary of its weekly *Connecticut Farm Forum*, WTIC Hartford, Conn., receives a citation from the U. of Connecticut in recognition of its cooperation with the university and service to the state. Making the presentation is A. N. Jorgensen (l), university president as Walter Johnson, assistant general manager, accepts for the station.**

# Peabody Nominations Made in California

RECOMMENDATIONS for the annual George Foster Peabody Awards in radio and television have been announced by Clara S. Logan, Southern California Peabody Committee chairman and president of National Assn. for Better Radio & Television.

Tv programs suggested for the national awards are: education, KNXT (TV) Hollywood *Shakespeare on Tv* (1st choice), CBS-TV *You Are There* (2nd choice); entertainment, CBS-TV *Omnibus* (1st), NBC-TV *Hallmark Hall of Fame* (2nd); news and/or interpretation of news, CBS-TV *See It Now* (1st), syndicated *Clete Roberts* (2nd); children's programs, NBC-TV *Excursion* (1st), NBC-TV *Mr. Wizard* (2nd); religion, KTTV (TV) Hollywood *Great Churches of the Golden West* (1st), CBS-TV *Light of Faith* (2nd).

Radio programs recommended for national awards are: public service by a regional station above 1 kw, KNX Hollywood for *Warning Red, University Explorer, What Can I Do, Cited Sub—Boarded Same, Messages from Korea* and *Sunday at Idyllwild* (1st), KECA Hollywood for *Fair City—Foul Air* and *Robert Taft Story* (2nd); no nomination for public service by a local station, 1 kw or under; reporting and/or interpretation of the news, Chet Huntley of ABC (1st), Ed Murrow of CBS (2nd); drama or other non-musical entertainment, CBS-AM *Hallmark Playhouse* (1st), NBC-AM *Theatre Guild* (2nd); music, NBC-AM *NBC Symphony* (1st), Don Lee *Standard School Broadcast* (2nd); education, CBS-AM


MISSISSIPPI'S MOST POWERFUL TV STATION

WSLI-TV

JACKSON

Target date for beginning operations is March 1, 1954, transmitting with a power of 214,000 watts. Even at full capacity, no other Mississippi station can deliver this much power.

WSLI-TV CHANNEL 12

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

**Radio-Television**

**NOMINATIONS INVITED**

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year.

2. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television. Nomination must consist of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

4. Public Service in Television: For an outstanding example of public service by an individual television station or network through television journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

*Deadline Feb. 1, 1954*

**SEND ENTRIES TO:**

Victor E. Bluedorn, Ex. Dir.

**Sigma Delta Chi**

35 E. Wacker Dr., Chicago 1

*Invitation to Learning* (1st), ABC-AM *Town Meeting of the Air* (2nd); children's program or series, CBS-AM *Let's Pretend* (1st), MBS *Symphonies for Youth* (2nd); promotion of international understanding, syndicated *U. N. Today* (1st), CBS-AM series of *Europe Story, Asia Story,* etc. (2nd).

Proposed winners of "Little Peabody Awards" to honor local tv programs are: public service, KTTV (TV) Hollywood *Success Story,* produced jointly by KTTV and Richfield Oil Corp.; children's program, KTLA (TV) Hollywood *Playcrafters,* produced jointly by KTLA and Calif. Teachers Assn.

Local radio programs nominated are: news, KFI *KFI Calling;* music, KFI *Young America Sings;* discussion, KFI *The American Way;* children's programs KFAC *Adventure with Books* and KFI *Jump Jump of Holiday House.*

The committee went on record as protesting making stars deliver the commercials, noting NBC-TV *Ding Dong School* as an example. It also recommended that the national committee expand its program categories list, add a religious program category and expand the tv awards to give fuller coverage in some fields. Requests were made that KFI schedule NBC-AM *Carnival of Books* and that KECA broadcast ABC-AM *No School Today* in its entirety and *Big Jon and Sparkie.*

## WHAS Awards Trophies

WHAS-AM-TV Louisville, Ky., has chosen Sen. Homer Capehart (R-Ind.) as Kentuckiana Man of the Year and former mayor Charles P. Farnsley as Louisville Man of the Year, Bill Loader, promotion manager, has announced.

Silver trophies were presented to both public figures by Barry Bingham, Whas Inc., president, the *Courier Journal* and *Louisville Times.* Sen. Capehart was picked for his impact on the nation and news as chairman of the Senate Banking & Currency Committee; Mr. Farnsley for his newsworthy accomplishments.


WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited




# CARTB STUDY LISTS LOCAL RADIO USERS

**The list of 20,000 local Canadian firms who use radio will be used to convince others they should do the same.**

TABULATION of all local Canadian radio advertisers, nearing completion for release in early February, will show some 20,000 local radio advertisers on English-language stations. The compilation will be based on those advertising during November 1953.

Pat Freeman, research and sales director of the Canadian Assn. of Radio-Television Broadcasters, Toronto, reports about 90% of stations replied to his detailed questionnaire. The returns showed about 160 categories of local radio advertisers, which Mr. Freeman has grouped into about a dozen basic categories, including personal, general and home services, amusements, food, clothing, automotive, building and various categories of retail stores.

CANADA

The compilation, to be released in mimeographed form, contains some 170 pages of local advertisers' names. It will be used by local stations to sell retailers and services in local markets, showing how many similar firms use radio. CARTB hopes later to complete the information to show types of radio advertising and amount of time used.

This is Mr. Freeman's second study, the first covering national advertisers, with some 800 being listed in the CARTB compilation.

## Soviets Push Efforts To Jam Voice of America

IRON CURTAIN countries are feeling the effectiveness of Voice of America broadcasts and taking measures to counteract them, according to U. S. State Dept. sources.

Officials say the Soviet jamming network employs some 10,000 technicians, scarce behind the Iron Curtain, and that the network costs about five times more to operate than the total cost of U. S. broadcasts to the Soviet orbit. Also noted: Soviet bloc countries have passed laws providing heavy penalties for spreading "tendentious or invented" news; in Czechoslovakia it is illegal to listen to foreign broadcasts with other than members of one's family; in Albania and Bulgaria, the electric current reportedly is cut off during peak listening hours.

EUROPE

Still another device used by Communist nations is to decrease the manufacture of short wave sets. The number produced for civilians declined 21% from 1948-1951 despite an increase of more than 50% in the production of civilian-type radios.

## International Sponsors Take U.S. Tv to Canada

A RAFT OF U. S. television network shows sponsored by international advertisers, started in Canada at yearend and during the first weeks of the new year. There now is a preponderance of American network shows on Canadian television, much against the original plans of Canadian government planners, who had hoped to make Canadian tv mainly a Canadian undertaking.

CANADA

Remington-Rand Ltd., Toronto, has started *What's My Line?* every other week by kinescope on the Canadian Broadcasting Corp. tv network, placed by Locke, Johnson & Co., Toronto. Coca-Cola Ltd., Toronto, has started the filmed *Kit Karson* weekly on CBC-TV through D'Arcy Adv. Ltd., Toronto. Motorola Corp., Toronto, has begun its *Motorola Tv Hour* every second week on the network, placed by McKim Adv. Ltd., Toronto.

F. W. Woolworth Ltd., Toronto, sponsored the Pasadena Tournament of Roses on Jan. 1, while Gillette Safety Razor Co. of Canada Ltd., Montreal, through Maxon Inc., New York, sponsored the Rose Bowl game. CBC presented the Sugar Bowl game on a sustaining basis.

*Life With Father* began at yearend, sponsored weekly by S. C. Johnson & Son, Brantford, through Needham, Louis & Brorby of Canada Ltd., Toronto. Borden Co. Ltd., Toronto, early this month started *Life With Elizabeth and Liberace,* through Young & Rubicam.

## Atlantic Broadcasters Meet

PROMOTION, closer agency co-operation and television came in for discussion at the annual meeting of the Atlantic Assn. of Broadcasters at the Lord Nelson Hotel, Halifax, January 13-14, under chairmanship of Finlay MacDonald, CJCH Halifax.

CANADA

A report on national problems was made by F. H. Elphicke, CKWX Vancouver, president of the Canadian Assn. of Radio-Television Broadcasters, and Jim Allard, CARTB executive vice president, Ottawa. Promotion for radio stations was discussed by Bill Mitchell, All-Canada Radio Facilities, Toronto. Transcriptions and their use was dealt with by Norris Mackenzie, of S. W. Caldwell Ltd., Toronto, and Bob Tait, All-Canada Radio Facilities, Toronto. Agency problems were presented by Dalton Camp, Locke Johnson & Co., Toronto, and Bob Amos, F. H. Hayhurst & Co., Toronto. Plans for tv were dealt with by George Cromwell, CHSJ-TV St. John, and Marvin Nathanson, CJCB-TV Sydney, both of whose stations will be on the air this spring.

## CHCH-TV Nears Start

CHCH-TV Hamilton, ch. 11, is expected to start test transmissions late in January or early in February, and is expected to be the first Canadian station to compete with Canadian Broadcasting Corp.'s CBLT Toronto, where the largest tv audience in Canada is concentrated. Owners of CHCH-TV, the three Hamilton stations CHML, CKOC and CJSH-FM, are spending about $1 million on station and equipment.

CANADA

## CBMT (TV) Goes on the Air

AFTER SEVERAL DELAYS, the second tv station for Montreal, CBMT (TV), officially went on the air Jan. 10, carrying only English-language programs. Station, owned by Canadian Broading Corp., operates on ch. 6. English-language programs formerly carried on CBFT (TV) Montreal are being moved to CBMT. CBFT will carry French-language programs only.

CANADA

## Bedard to Head RSRA

ALEX BEDARD, Radio Representatives Ltd., Toronto, has been elected president of the Radio Station Representatives Assn. Jim Alexander, station representative, was elected vice president; George Hellman, H. N. Stovin & Co., secretary; Lorrie Potts, Omer Renaud & Co., treasurer, and A. A. McDermott, Radio & Television Sales Inc., publicity director.

CANADA

# Television Applications in Hearing Status, December 31, 1953 *

| LOCATION AND CHANNEL NO. | APPLICANT | DOCKET NO. | DATE DESIG-NATED | HEARING SCHED-ULED & BEGUN | ADJOURN-MENTS | RECORD CLOSED | PRO. FIND. DUE | INIT'L. DEC'N. ISSUED | EXCEP-TIONS DUE | ADDITIONAL DATA RE APPLICATIONS |
|---|---|---|---|---|---|---|---|---|---|---|
| AMARILLO, TEX. (7) (Examiner Hardy) | Plains Empire B/cing Co. | 10705 | 9-30-53 | 10-30-53<br>10-30-53 | | 10-30-53 | None Required | 11- 9-53 | None Filed | D-10704 & D-10706 dismissed without prej. 11-3-53; Final Decision released 12-11-53 |
| BATON ROUGE, LA. (2) (Examiner Huntting) | Louisiana Television B/cing Corp. | 10550 | 6-17-53 | 7-17-53<br>12-21-53 | 12-21-53 | 12-21-53 | None Required | 12-23-53 | None to be Filed | Waiting Final Decision |
| BEAUMONT-PORT ARTHUR, TEX. (4) (Examiner Huntting) | Port Arthur College<br>Smith Radio Company | 10285<br>10352 | 7-11-52<br>11-26-52 | 12-15-52<br>5- 6-53 | Indefinitely | | | | | |
| (6) | The Enterprise Company<br>Beaumont B/cing Corp.<br>KTRM, Inc. | 10286<br>10287<br>10288 | 7-11-52 | 11-17-52<br>11-17-52 | | 3-11-53 | Due & Filed 5-25-53 | 7-22-53 | Due & Filed 9- 1-53 | Reply to Excep'ns. filed by D-10288 on 9-14; Oral argument held 11-10; Waiting Final Decision |
| (4) (Examiner Cunningham) | Jefferson Amusement Co. | 10779 | 12- 2-53 | 12-16-53 | 1-13-54 | | | | | Conference held 12-11-53 |
| BINGHAMTON, N. Y. (Examiner Butts) (40) | Southern Tier Radio Service, Inc.<br>Ottaway Stations, Inc.<br>The Binghamton B/cers, Inc. | 10681<br>10682<br>10683 | 9- 9-53 | 10- 9-53<br>10- 9-53 | 1-18-54 | | | | | |
| BUFFALO, N. Y. (2) (Examiner Schilz) | Niagara Frontier Amusement Corp. | 10804 | 12-10-53 | 1- 8-54 | | | | | | |
| CAMDEN, N. J.- PHILA-DELPHIA (17) (Examiner Donahue) | South Jersey B/cing Co. | 10657 | 8-26-53 | 9-25-53<br>12-18-53 | 12-18-53 | 12-18-53 | None Required | 12-28-53 | None to be Filed | D-10658 dismissed without prej. 12-8-53; Waiting Final Decision |
| CANTON, OHIO (29) (Examiner Litvin) | Brush-Moore Newspapers, Inc.<br>Stark B/cing Corp.<br>Tri-Cities Telecasting, Inc. | 10272<br>10273<br>10606 | 7-11-52<br>7-11-52<br>7-29-53 | 10- 1-52<br>8-17-53 | 12- 7-53 | 12- 7-53 | 2- 8-54 | | | |
| CHARLESTON, W. VA. (8) (Examiner Poindexter) | Capital Television, Inc.<br>The Tierney Co. | 10728<br>10729 | 10-14-53 | 11-13-53<br>11-13-53 | Indefinitely | | | | | |
| CHATTANOOGA, TENN. (3) (Examiner Bond) | WDOD B/cing Corp.<br>Mountain City TV, Inc. | 10438<br>10439 | 3-18-53 | 4-20-53<br>4-20-53 | | 8-20-53 | Timely Filed | | | Waiting Initial Decision |
| (12) | WDEF B/cing Co. | 10473 | 4-22-53 | 5-25-53<br>5-25-53 | See Remarks | | | | | Cont'd. indefinitely on joint petn. all applicants: D-10471 & 10472 dismissed w/o prej. 12-22 |
| CINCINNATI, O. (74) (Examiner Huntting) | Tri-City B/cing Co. | 10675 | 9- 2-53 | 10- 2-53<br>11-16-53 | 11-19-53 | 11-19-53 | None Required | 11-23-53 | None Filed | D-10674 dismissed w/o prej. 11-18; Final Decision released 12-28-53 |
| CLEVELAND, OHIO (19) (Examiner Litvin) | United B/cing Co. | 8650 | 9- 2-53 | 10- 2-53<br>10-15-53 | | 10-15-53 | None Required | 10-16-53 | None Filed | Final Decision released 12-8-53 |

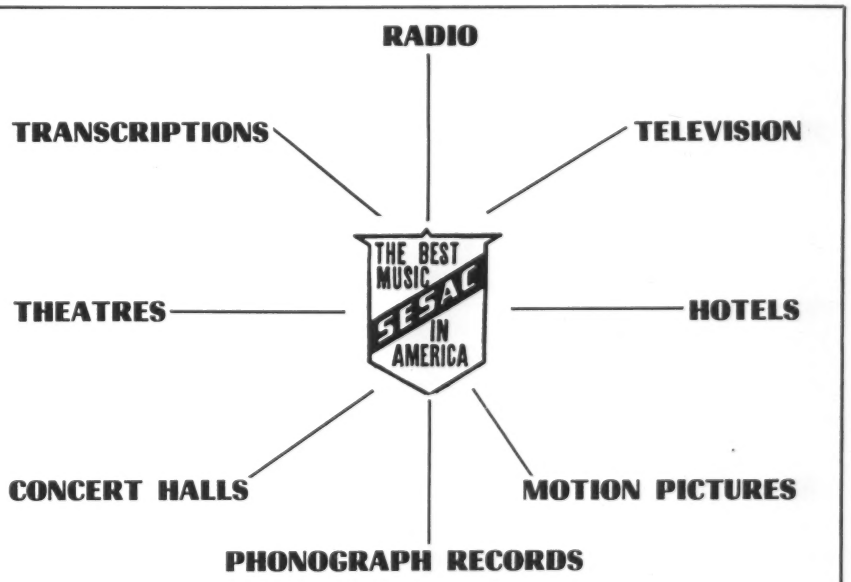
*HERE is the boxscore on the yearend status of competitive television hearings pending with the FCC and in proceeding before Commission hearing examiners as of Dec. 31, 1953.

Compiled by Miss Frankie L. Fox under the direction of Robert J. Rawson, assistant chief of the Hearing Division of the FCC Broadcast Bureau, the status report is for the use of Commissioners and the FCC staff.

Since Dec. 31, the Commission has announced initial decisions in the Houston vhf ch. 13 case; for vhf ch. 4 at Sioux City, Iowa, and vhf ch. 11 at Durham, N. C. (see story this issue).

In addition, the Commission has announced final decisions to grant uhf ch. 66 at Erie, Pa., to WLEU there and uhf ch. 22 at Corpus Christi, Tex., to Coastal Bend Television Co. [B•T, Jan. 11].

FCC also has scheduled new competitive hearings on the following cases: Jacksonville, Fla., vhf ch. 12; Muskogee, Okla., vhf ch. 8; Tulsa, Okla., vhf ch. 2; Tulsa, Okla., uhf ch. 17; Biloxi, Miss., vhf ch. 13; Charlotte, N. C., vhf ch. 9 [B•T, Jan. 11; also story this issue].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The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

*Serving The Entertainment Industry Since 1931*

475 FIFTH AVENUE NEW YORK 17

| LOCATION AND CHANNEL NO. | APPLICANT | DOCKET NO. | DATE DESIG-NATED | HEARING SCHED-ULED & BEGUN | ADJOURN-MENTS | RECORD CLOSED | PRO. FIND. DUE | INIT'L. DEC'N. ISSUED | EXCEP-TIONS DUE | ADDITIONAL DATA RE APPLICATIONS |
|---|---|---|---|---|---|---|---|---|---|---|
| CORPUS CHRISTI, TEX. (10) (Examiner Irion) | Superior Television, Inc.<br>Keys-TV, Inc.<br>K-Six Television, Inc. | 10556<br>10557<br>10558 | 6-24-53 | 7-24-53<br>8- 4-53 | 1- 4-54 | | | | | |
| (6) | Gulf Coast B/cing Co.<br>Baptist Gen'l. Convention of Texas | 10559<br>10560 | 6-24-53 | 8- 3-53<br>8- 3-53 | 1-18-54 | | | | | |
| (22) | Coastal Bend Television Co. | 10578 | 7- 1-53 | 7-31-53<br>7-31-53 | 12- 8-53 | 12- 8-53 | None Required | 12-11-53 | None to be Filed | D-10577 amended & removed 12-8; Waiting Final Decision |
| DENVER, COLO. (20) (Examiner Smith) | Mountain States TV Co. (KIRV) | 10689 | 9-16-53 | 10-29-53<br>10-29-53 | | 10-29-53 | None Required | 11-10-53 | None Filed | Final Decision released 12-11-53 |
| DES MOINES, IOWA (8) (Examiner French) | Cowles B/cing Co.<br>Murphy B/cing Co. | 8897<br>8900 | 9-23-53 | 10-23-53<br>10-23-53 | 1- 4-54 | | | | | |
| DETROIT, MICH. (50) (Examiner Butts) | Booth Radio & TV Stations, Inc.<br>Woodward B/cing Co. | 10660<br>10661 | 8-26-53 | 9-25-53<br>9-25-53 | 1- 8-54 | | | | | 1-8-54 to exchange points of reliance |
| DULUTH, MINN. (3) (Examiner Sharfman) | Red River B/cing Co., Inc. | 10290 | 7-11-52 | 11-17-52<br>11-17-52 | 11-30-53 | 11-30-53 | None Required | 12- 4-53 | None Filed | D-10289 removed 12-1-53; Final Decision released 12-11-53 |
| DURHAM, N. C. (11) (Examiner French) | Durham Radio Corp.<br>Durham B/cing Enterprises, Inc. | 10730<br>10731 | 10-14-53 | 11-13-53<br>11-18-53 | 12-30-53 | 12-30-53 | None Required | | | D-10730 to be dismissed; Waiting Initial Decision |
| ERIE, PA. (66) (Examiner Huntting) | Commodore Perry B/cing Service, Inc. | 10615 | 7-29-53 | 8-28-53<br>8-28-53 | 12- 9-53 | 12- 9-53 | None Required | 12-11-53 | None to be Filed | D-10614 dismissed 11-10-53; Waiting Final Decision |
| EVANSVILLE, IND. (7) (Examiner Sharfman) | South Central B/cing Corp.<br>Evansville Television, Inc.<br>On The Air, Inc.<br>WFBM, Inc. | 10461<br>10462<br>10463<br>10464 | 4-15-53 | 5-25-53<br>5-25-53 | 1-25-54 | | | | | |
| FLINT, MICH. (12) (Examiner Gaguine) | WJR The Goodwill Stations, Inc.<br>Trebit Corporation<br>W. S. Butterfield Theatres, Inc. | 10268<br>10269<br>10270 | 7-11-52<br>7-11-52<br>11- 5-52 | 11-17-52<br>11-17-52 | | 2-27-53 | Due & Filed 3-30-53 | 4-30-53 | Due & Filed 6-15-53 | Waiting Final Decision |
| FORT WAYNE, IND. (69) (Examiner Huntting) | Radio Ft. Wayne, Inc.<br>Anthony Wayne B/cing | 10424<br>10425 | 3- 4-53 | 4- 6-53<br>4- 6-53 | | 7- 6-53 | Due & Filed 8- 3-53 | 10-28-53 | Due & Filed 11-30-53 | Waiting oral argument |
| FRESNO, CALIF. (12) (Examiner Cooper) | California Inland B/cing Co.<br>KARM, The Geo. Harm Station | 9050<br>10650 | 8-20-53 | 9-21-53<br>9-28-53 | See Remarks | | | | | 1-13-54 (wk. of) to take depositions; 1-25 to receive depositions and close record |
| GRAND RAPIDS, MICH. (23) (Examiner Bond) | Music B/cing Co.<br>Peninsular B/cing Co. | 10552<br>10607 | 6-17-53<br>7-29-53 | 8-28-53<br>9- 9-53 | 1-20-54 | | | | | D-10553 dismissed without prejudice 8-18-53 |
| HARTFORD, CONN. (3) (Examiner Litvin) | The Travelers B/cing Service Corp.<br>Hartford Telecasting Co., Inc. | 8621<br>10699 | 9-30-53 | 10-30-53<br>10-30-53 | See A Below | | | | | |
| HATTIESBURG, MISS. (9) (Examiner not named) | Hattiesburg Television Co. | 10736 | 10-28-53 | | | | | | | |
| HOUSTON TEX. (13) (Examiner Cunningham) | KTRH B/cing Company<br>Houston Area Television Co.<br>Houston Television Co., Inc.<br>Television B/cing Co. of Houston | 8796<br>10753<br>10754<br>10755 | 11-12-53 | 12-11-53 | See B Below | | | | | |
| INDIANAPOLIS, IND (8) (Examiner Huntting) | Universal B/cing Co., Inc. | 8905 | 11-18-53 | 12-18-53<br>12- 4-53 | | 12- 4-53 | None Required | 12- 8-53 | None to be Filed | D-10760 dismiseed w/o prej. 11-30; Waiting Final Decision |
| KNOXVILLE, TENN. (10) (Examiner Sharfman) | Scripps-Howard Radio, Inc.<br>Radio Station WBIR, Inc.<br>Tennessee Television, Inc. | 10512<br>10513<br>10514 | 5-13-53 | 6-15-53<br>6-15-53 | 1-14-54 | | | | | |
| LANCASTER, PA. (8) (Examiner Bond) | Peoples B/cing Co.<br>WGAL, Inc | 10365<br>10366 | 12-31-52 | 2- 2-53<br>6- 1-53 | 6- 4-53 | 6- 4-53 | None Required | 11-13-53 | Due & F. 12- 3-53 | B/cast Bureau filed no except; Reply by WGAL filed 12-4; waiting oral argument |
| LEXINGTON, KY. (27) (Examiner Irion) | American B/cing Corp | 10747 | 11-12-53 | 12-11-53 | None held | | | | | Grant made final 12-3-53 |
| LITTLE ROCK, ARK. (11) (Examiner Litvin) | Arkansas Television Co.<br>Arkansas Telecasters, Inc. | 10610<br>10611 | 7-29-53 | 8-28-53<br>8-28-53 | Indefinitely | | | | | D-10608 & 10609 dismissed w/o prej.; 1-15-54 exchg. of written direct testimony |
| LORAIN, OHIO (31) (Examiner Huntting) | The Lorain Journal<br>Elyria-Lorain B/cing Co. | 10525<br>10526 | 5-27-53 | 6-26-53<br>9-15-53 | Indefinitely | | | | | |
| MADISON, WISC. (3) (Examiner Cunningham) | Radio Wisconsin, Inc.<br>Badger Television Co., Inc. | 8959<br>10641 | 8-12-53 | 9-11-53<br>10-23-53 | 12-11-53 | 12-22-53 | 2-10-54 | | | |


THE LATEST WCKY STORY

**In the South, Nielsen says:**

# WCKY

**HAS AN AVERAGE NIGHTLY AUDIENCE OF 823,530 FAMILIES IN THE 13 SOUTHERN STATES . . . LARGER THAN ANY STATION COVERING THE SOUTH.**

**The L. B. Wilson Station, Cincinnati**

WCKY CINCINNATI


A. 1-11-54 Parties to submit list of witnesses to be questioned
1-18-54 Cross-examination of witnesses

B. 1-18-54 Exchange of information required by October 14 1953 public release
1-25-54 Conference re. points of reliance
2-1-54 Final exchange of exhibits
2-8-54 Testimony

C. 1-4-54 Exchange of points of reliance
1-5-54 2nd hearing conference
2-1-54 Exchange of exhibits
2-15-54 Testimony

| LOCATION AND CHANNEL NO. | APPLICANT | DOCKET NO. | DATE DESIG-NATED | HEARING SCHED-ULED & BEGUN | ADJOURN-MENTS | RECORD CLOSED | PRO. FIND. DUE | INIT'L. DEC'N. ISSUED | EXCEP-TIONS DUE | ADDITIONAL DATA RE APPLICATIONS |
|---|---|---|---|---|---|---|---|---|---|---|
| MANSFIELD, OHIO (36)<br>(Examiner Butts) | Mansfield Journal Co.<br>Fergum Theaters, Inc. | 10791<br>10792 | 12- 2-53 | 12-31-53 | 1- 7-54 | | | | | |
| MEMPHIS, TENN. (3)<br>(Examiner Hardy) | WREC B'cing Service<br>WMPS, Inc. | 10761<br>10762 | 11-18-53 | 12-18-53 | See C Below | | | | | |
| MIAMI, FLA. (10)<br>(Examiner not named) | WKAT, Inc.<br>L. B. Wilson, Inc.<br>North Dade Video, Inc.<br>Public Service TV, Inc. | 9321<br>10825<br>10826<br>10827 | 12-30-53 | 1-29-54 | | | | | | |
| MILWAUKEE, WISC. (12)<br>(Examiner Sharfman) | Wisconsin B'cing System, Inc.<br>Milwaukee B'cing Co.<br>Milwaukee Area Telecasting Corp.<br>Kolero Telecasting Corp. | 8954<br>9015<br>10793<br>10794 | 12- 2-53 | 12-31-53 | See D Below | | | | | |
| MOBILE, ALA. (5)<br>(Examiner Irion) | WKRG-TV, Inc.<br>The Mobile Television Corp. | 10457<br>10458 | 4-15-53 | 5-25-53<br>5-25-53 | 10- 5-53 | 10- 5-53 | Due & F.<br>10-26-53 | | | B'cast Bureau filed no Pro. Find; Waiting Initial Decision |
| MONTGOMERY, ALA. (12)<br>(Examiner Donahue) | Montgomery B'cing Co., Inc.<br>Alabama Television Co. | 10573<br>10574 | 7- 1-53 | 7-31-53<br>8-27-53 | 9-29-53 | 9-29-53 | None Required | 10- 7-53 | Due & F.<br>10-27-53 | Oral argument scheduled for 1-11-54 |
| MONTPELIER, VT. (3)<br>(Examiner Cunningham) | WCAX B'cing Corp.<br>Colonial Television, Inc. | 10642<br>10643 | 8-12-53 | 9-11-53<br>9-18-53 | | 9-18-53 | None Required | 10- 2-53 | Due & F.<br>10-22-53 | B'cast Bureau filed no Excep.; Oral argument scheduled 1-11-54 |
| MUSKEGON, MICH. (35)<br>(Examiner Irion) | Versluis Radio & TV, Inc.<br>Versluis Radio & TV, Inc. | 10442<br>10644 | 3-23-53<br>8-14-53 | 4-22-53<br>4-22-53 | 8-27-53 | 8-28-53 | Due & F.<br>9-22-53 | 10-23-53 | Due & F.<br>11-23-53 | Oral argument scheduled 1-11-54 |
| NEW ORLEANS, LA. (4)<br>(Examiner Smith) | Loyola University<br>The Times-Picayune Publishing Co.<br>James A. Noe & Co. | 8936<br>10795<br>10796 | 12- 2-53 | 12-31-53<br>1- 4-54 | 2- 9-54 | | | | | 2-1-54 exchange of information<br>2-4-54 exchange of pts. of reliance |
| NEWPORT NEWS, VA.-<br>NORFOLK, VA.-<br>PORTSMOUTH, VA. (10)<br>(Examiner Frederick) | Hampton Roads B'cing Corp.<br>Beachview B'cing Corp.<br>Portsmouth Radio Corp. | 10799<br>10800<br>10801 | 12- 9-53 | 1- 8-54 | | | | | | Conference held 1-4-54 |
| OGDEN, UTAH (9)<br>(Examiner Donahue) | United B'cing Company | 10757 | 11-12-53 | 12-11-53 | 1-11-54 | | | | | D-10/56 dismissed w/o prejudice 12-2-53 |
| PEORIA, ILL. (8)<br>(Examiner Smith) | WMBD, Inc.<br>WIRL Television Co. | 10541<br>10542 | 6-10-53 | 7-10-53<br>7-10-53 | 12-23-53 | 12-23-53 | See Remarks | | | D-10543 dismissed w/o prej. 10-20; Date for P.F to be set by order |
| PETERSBURG, VA. (8)<br>(Examiner Hardy) | Petersburg Television Corp.<br>Southside Virginia Telecasting Corp. | 10737<br>10738 | 10-28-53 | 11-27-53 | See E Below | | | | | |
| PORTLAND, ORE. (8)<br>(Examiner Smith) | Westinghouse Radio Stations<br>Portland Television, Inc.<br>North Pacific Tv, Inc.<br>Cascade Television Co. | 9138<br>10245<br>10319<br>10324 | 7-11-52<br>7-11-52<br>9-17-52<br>9-25-52 | 10- 1-52<br>10- 1-52 | 7-20-53 | 7-20-53 | Timely Filed | | | Waiting Initial Decision |
| (12) | Oregon Television, Inc.<br>Columbia Empire Telecasters<br>Northwest TV & B'cing Co. | 10246<br>10247<br>10317 | 7-11-52<br>7-11-52<br>9- 3-52 | 10- 1-52<br>10- 1-52 | 5-15-53 | 5-15-53 | Due & F.<br>7-31-53 | 11-17-53 | 1- 6-54 | |

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Let's Straighten Things Out Without Shootin!

We got left out (you know how sensitive we Texans are about being left out) of your Radio Merchandising Survey and we want to set you and our advertising pals straight!

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and
KROD-TV
EL PASO, TEXAS

Is The Southwest's Most Merchandising Promotion Minded Station!

KROD and KROD-TV provides more E.P.* than any other radio and TV station in El Paso!

Out of the 19 services that you asked stations to check in your Radio Merchandising Survey — KROD and KROD-TV provide 13 *plus* 2 additional services not included in your survey.

Our *Effective Promotion and Merchandising Services include:

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- Newspaper Ads and Publicity
- Texas Size Post Cards
- P.O.P. Displays
- Courtesy Announcements
- Dealer Calls
- Sales Meetings
- Promotion Reports

KROD-TV CHANNEL 4

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY "LET A BRANHAM MAN HELP YOU"

| LOCATION AND CHANNEL NO. | APPLICANT | DOCKET NO. | DATE DESIG-NATED | HEARING SCHED-ULED & BEGUN | ADJOURN-MENTS | RECORD CLOSED | PRO. FIND. DUE | INIT'L. DEC'N. ISSUED | EXCEP-TIONS DUE | ADDITIONAL DATA RE APPLICATIONS |
|---|---|---|---|---|---|---|---|---|---|---|
| PROVIDENCE, R. I. (12) (Examiner Sharfman) | Cherry & Webb B/cing Co. | 8737 | 10-19-53 | 11-18-53 11-18-53 | Indefinitely | | | | | Designated under 309(c) |
| RICHMOND, VA. (12) (Examiner Irion) | Richmond Newspapers, Inc. Richmond Television Corp. | 8945 10805 | 12-16-53 | 1-15-54 | | | | | | |
| ROANOKE, VA. (7) (Examiner Bond) | Times-World Corp. Radio Roanoke, Inc. | 10655 10656 | 8-26-53 | 9-25-53 9-25-53 | Indefinitely | | | | | |
| SACRAMENTO, CALIF. (3) (Examiner Donahue) | Sacramento B/cers, Inc. KCRA, Inc. | 9012 10294 | 10-29-52 7-11-52 | 11-17-52 11-17-52 | | 4-23-53 | Due & F. 7-10-53 | | | Waiting Initial Decision |
| (10) | McClatchy B/cing Co. Sacramento Telecasters, Inc. | 9013 10298 | 7-11-52 | 11-17-52 11-17-52 | 6- 5-53 | 6- 5-53 | Due & F. 7-20-53 | 11-10-53 | Due & F. 12-17-53 | Waiting Final Decision |
| SAN BERNARDINO, CALIF. (30) (Examiner Butts) | Orange Belt Telecasters | 10579 | 7- 1-53 | 8- 3-53 8- 3-53 | | 8- 4-53 | Due & F. 9-14-53 | 9-18-53 | None Filed | 10-23-53 Comm. stayed effect of Initial Dec'n.; Waiting Final Dec'n. |
| (18) (Examiner not named) | KITO, Inc. | 10696 | 9-30-53 | | | | | | | Appl'n. for add'l. time to complete construction |
| SAN JOSE, CALIF. (11) (Examiner Poindexter) | F. M. Radio & TV Corp. Standard Radio & TV Co. | 7838 10707 | 10- 7-53 | 11- 6-53 11- 6-53 | 11-16-53 | 11-16-53 | None Required | 11-20-53 | See Remarks | Exceptions filed by D-7838 only; Waiting oral argument |
| SAVANNAH, GA. (3) (Examiner Cunningham) | WSAV, Inc. WJIV-TV, Inc. | 10517 10518 | 5-13-53 | 6-15-53 6-15-53 | 11- 6-53 | 11- 6-53 | Due & F. 12-18-53 | | | Briefs due 1-7-54; Reply to WJIV P.F. by WSAV filed 12-28-53 |
| SEATTLE, WASH. (7) (Examiner Donahue) | Queen City B/cing Co. KXA, Inc. Puget Sound B/cing Co., Inc. | 9030 10758 10759 | 11-18-53 | 12-18-53 | 1-15-54 | | | | | |
| SHREVEPORT, LA. (3) (Examiner Cooper) | KTBS, Inc. International B/cing Corp. | 10476 10477 | 4-22-53 | 5-29-53 5-29-53 | 1-14-54 | See Remarks | | | | 12-4-53 Comm. remanded to Examiner for further hearing |
| (12) (Examiner Litvin) | Southland Television Co. Radio Station KRMD Shreveport Television Co. | 10522 10523 10524 | 5-20-53 | 6-19-53 6-19-53 | 7-31-53 | 7-31-53 | Timely Filed | | | Waiting Initial Decision |
| SIOUX CITY, IOWA (4) (Examner Cooper) | KCOM B/cing Co. | 10673 | 9- 2-53 | 10- 2-53 10-12-53 | 1- 4-54 | | | | | D-10672 dismissed w/o prejudice 12-30-53 |
| SOUTH BEND, IND. (46) (Examiner Cooper) | South Bend B/cing Corp. Michiana Telecasting Corp. | 10534 10535 | 6- 3-53 | 7- 3-53 | Indefinitely; See Remarks | | | | | Cont'd. indef. pending Comm. action on petn. to enlarge issues |
| SPOKANE, WASH. (2) (Examiner Butts) | Louis Wasmer Television Spokane | 10422 10423 | 3- 4-53 | 4- 6-53 4- 6-53 | Indefinitely | | | | | |
| SPRINGFIELD, ILL. (2) (Examiner French) | Sangamon Valley TV Corp. Capitol City TV Co. WMAY-TV, Inc. | 10701 10702 10703 | 9-30-53 | 10-30-53 10-30-53 | 1- 4-54 | | | | | |
| ST. LOUIS, MO. (4) (Examiner Hardy) | KWK, Inc. KXOK, Inc. Missouri Valley TV Co. | 8810 8811 10752 | 11-12-53 | 12-11-53 12-16-53 | See Remarks | | | | | 1-7-54 Exchg. of Pts. of Reliance 1-13-54 Hearing Conference |
| (11) (Examiner Donahue) | St. Louis Telecast, Inc. St. Louis Amusement Co. Columbia B/cing System, Inc. 220 Television, Inc. | 8809 10788 10789 10790 | 12- 2-53 | 12-31-53 | 1-14-54 | | | | | 12-11-53 Conference 12-16-53 Oral argument re continuance |
| STOCKTON, CALIF. (13) (Examiner French) | Radio Diablo, Inc. KXOB, Inc. | 8873 10766 | 11-25-53 | 12-24-53 | 1-11-54 | | | | | D-10766 to be dismissed |
| ST. PETERSBURG-TAMPA, FLA. (8) (Examiner Cooper) | The Tribune Co. Pinellas B/cing Co. The Tampa Bay Area Telecasting Co. | 10250 10251 10252 | 7-11-52 | 10-15-52 10-15-52 | | 1-21-53 | Timely Filed | 7-13-53 | Due & Filed 8-10-53 | Waiting Final Decision |
| (13) | Tampa Times Co. Orange Television B/cing Co. Tampa Television Co. | 10253 10255 10330 | 7-11-52 7-11-52 10- 8-52 | 10-15-52 10-15-52 | | 6-11-53 | Due & Filed 7-13-53 | 12- 2-53 | 1-15-54 | |
| WACO, TEX. (10) (Examiner Poindexter) | KWTX B/cing Co. Waco Television Corp. | 10694 10695 | 9-23-53 | 10-23-53 10-23-53 | 1- 4-54 | | | | | |
| WICHITA, KANS. (10) (Examiner Hutchison) | Mid-Continent TV, Inc. KAKE B/cing Co., Inc. | 10262 10263 | 10- 8-52 7-11-52 | 10-20-52 10-20-52 | | 5- 7-53 | Due &TF. 6-15-53 | 11- 4-53 | 12-10-53 | Waiting oral argument |
| (3) | The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc. | 10259 10260 10261 | 7-11-52 | 10-20-52 10-20-52 | 9- 9-53 | 9- 9-53 | See F Below | | | |
| WEST PALM BEACH, FLA. (12) (Examiner not named) | Palm Beach Broadcasting Corp. WEAT-TV, Inc. | 10828 10829 | 12-30-53 | 1-29-54 | | | | | | |

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D. 12-14-53 Pre-hearing conference
12-21-53 Exchange of information
1- 4-54 To open record & dispose of procedural matters other than points of reliance
1- 8-54 Oral argument re petition to amend filed by Kolero
1-15-54 Last day to file petitions re adequacy of funds
1-22-54 Exchange of points of reliance
Indef. Further hearing conference

E 1-11-54 Exchange of points of reliance
1-14-54 Second hearing conference
2- 1-54 Testimony

F. 12- 8-53 Counter proposed findings & conclusions filed by all parties
1-18-54 Rebuttal proposed findings & conclusions due

# Station Authorizations, Applications
## (As Compiled by B•T)

### Jan. 7 through Jan. 13

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)**

**FCC Commercial Station Authorizations**

**As of Dec. 31, 1953***

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,500 | 533 | 101 |
| CPs on air | 21 | 27 | †255 |
| CPs not on air | 115 | 20 | 211 |
| Total on air | 2,521 | 560 | †356 |
| Total authorized | 2,636 | 580 | 567 |
| Applications in hearing | 127 | 2 | 162 |
| New station requests | 172 | 4 | 178 |
| Facilities change request | 149 | 29 | 16 |
| Total applications pending | 863 | 133 | 326 |
| Licenses deleted in Nov. | 0 | 4 | 0 |
| CPs deleted in Nov. | 2 | 1 | 7 |

***Does not include noncommercial educational fm and tv stations.**

**†Authorized to operate commercially.**

* * *

**Am and Fm Summary through Jan. 13**

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,526 | 2,505 | 131 | 172 | 127 |
| Fm | 534 | 534 | 8 | 4 | 4 |

**Television Station Grants and Applications Since April 14, 1952**

***Grants since July 11, 1952:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial | 203 | 292 | 495[1] |
| Educational | 12 | 17 | 29 |

***Total Operating Stations in U. S.:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial on air | 236 | 118 | 354 |
| Noncommercial on air | 1 | 1 | 2 |

***Applications filed since April 14, 1952:***

| | New | Amnd. | vhf | uhf | Total |
|---|---|---|---|---|---|
| Commercial | 897 | 337 | 690 | 524 | 1,215[2] |
| Educational | 51 | | 25 | 26 | 51[3] |
| Total | 948 | 337 | 715 | 550 | 1,264[4] |

[1] Thirty-three CPs (8 vhf, 25 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 524 already granted.

* * *

**Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].**

# ACTIONS OF FCC

## New Tv Stations . . .

### GRANTS

**Albany, Ga.—Herald Publishing Co. (WALB),** granted vhf ch. 10 (192-198 mc); ERP 50.1 kw visual, 25.1 kw aural; antenna height above average terrain 550 ft. above ground 537 ft. Estimated construction cost $182,330, first year operating cost $150,000, revenue $143,000. Post office address: 138 Pine Ave., Albany, Ga. Studio location: 138 Pine Ave. Transmitter location: U. S. 19, 4.4 mi. North of Albany city limits. Geographic coordinates: 31° 40′ 16″ N. Lat., 84° 10′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **James H. Gray** (79.4%), Secretary-Treasurer **Mrs. Martha M. Nall** (0.26%) and **Mrs. W. B. Haley,** executrix of estate of W. B. Haley (9.33%). Granted Jan. 13.

**Hibbing, Minn.—North Star Tv Co.,** granted vhf ch. 10 (192-198 mc); ERP 10.5 kw visual, 5.25 kw aural; antenna height above average terrain 630 ft., above ground 437 ft. Estimated construction cost $180,000, first year operating cost $150,000, revenue $170,000. Post office address % Q. J. David, 3100 First National Bank Building, St. Paul, Minn. Studio location to be determined. Transmitter location Maple Hill. Geographic coordinates 47° 22′ 52″ N. Lat., 92° 57′ 18″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Q. J. David** (6.16%), president of David Inc., St. Paul advertising agency, and 1.9% stockholder WTCN-AM-FM-TV Minneapolis, Minn.; Vice President **William Peters** (6.25%), meat products; Treasurer **Ryland Rothschild** (12.5%), secretary and 9.09% stockholder WSPT Stevens Pt., Wis.; Secretary **Roland Faricy** (12.5%), 9.09% stockholder WSPT; **Oliver Skellet** (12.5%), 9.09% stockholder WSPT, and **Walter Villaume** (6.25%), 9.09% stockholder WSPT. Grant is subject to final FCC disposition of petition by WEBC Duluth, Minn., to allocate vhf ch. 10 there. Granted Jan. 13.

**Corpus Christi, Tex.—Coastal Bend Television Co.,** granted uhf ch. 22 (518-524 mc); ERP 20.5 kw visual, 10.2 kw aural; antenna height above average terrain 317 ft., above ground 324 ft. Estimated construction cost $157,488, first year operating cost $110,000, revenue $124,000. Post office address 1111 Antelope St., Corpus Christi. Studio and transmitter location: 1118 Leopard St. Geographic coordinates 27° 47′ 46″ N. Lat., 97° 24′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas Marshall, Corpus Christi. Principals include President **Gabriel Lozano** (10%), owner of Southwestern Beverage Co.; Vice President **Aroldo O. Lerma** (10%), owner of Lerma Pharmacy; Treasurer **M. L. Ramirez** (10%), owner of R. & R. Products (wholesale drug concern), and Secretary **E. E. Mireles** (10%), school supervisor for Corpus Christi Independent School District (all principals are Corpus Christi residents). Action Jan. 7.

### APPLICATIONS

**Buffalo, N. Y.—Leon Wyszatycki d/b as Greater Erie Bcstg. Co. (WWOL),** vhf ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 466 ft., above ground 576 ft. Estimated construction cost $716,500, first year operating cost $730,000, revenue $750,000. Post office address 315 Main St., Buffalo. Studio location to be determined. Transmitter location near Onondaga & Dorrance St., West Seneca. Geographic coordinates 42° 49′ 51″ N. Lat., 78° 47′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Welsh, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Mr. Wyszatycki is sole owner of WWOL. Filed Jan. 8.


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**Whitefish Bay, Wis.—Independent Tv Inc.**, vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 1,063 ft. Estimated construction cost $613,304, first year operating cost $725,000, revenue $1,792,000. Post office address 2121 West Wisconsin, Milwaukee. Studio location to be determined. Transmitter location N.E. corner Port Washington Rd. & Donges Bay Rd., Mequon. Geographic coordinates 43° 12' 30" N. Lat., 87° 55' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer Russell P. May, Washington. Principals include President **Jack Kahn** (25%), hosiery & underwear manufacturer; 1st Vice President **Richard G. Fried** (14%), gloves & mittens manufacturer; Sec.-Treasurer **Lawrence Fleischman** (10%), advertising, real estate and 15% stockholder Leader Newspapers Inc.; **Blair Moody Sr.** (10%), former U. S. Senator, 14% stockholder Independent Newspaper Co. and 10% stockholder Leader Newspapers Inc.; **Max Straus** (10%), ⅓ owner Omnibook Inc., and **Max Osnos** (9%), 95% owner Woodward Bcstg. Co., applicant for new tv station on uhf ch. 50 in Detroit. Filed Jan. 8.

### APPLICATIONS AMENDED

**Wilmington, N. C. — Wilmington Tv Corp.** amends bid for new tv station on uhf ch. 29 to specify vhf ch. 3 (60-66 mc); ERP 6.1 kw visual, 3.05 kw aural; antenna height above average terrain 220 ft. Filed Jan. 6.

**Raleigh, N. C. — WPTF Radio Co. (WPTF)** amends bid for new tv station on vhf ch. 5 to change transmitter location to off Route 70, approximately 1.9 miles SE of Auburn; antenna height above average terrain 1,231 ft. Filed Jan. 6.

**Sharon, Pa.—Leonard J. Shafitz** amend bid for new tv station on uhf ch. 39 to change ERP to 1.72 kw visual and 0.95 kw aural. Filed Jan. 8.

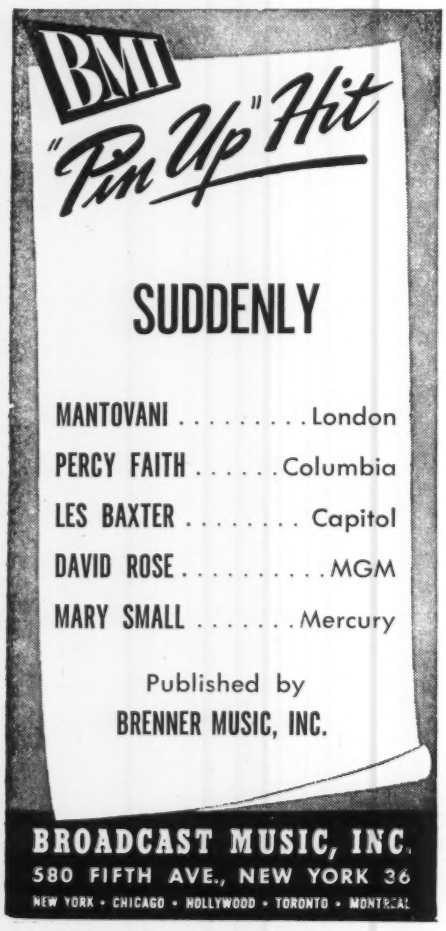
**Green Bay, Wis.—Green Bay Newspaper Co.** (WJPG) amends bid for new tv station to specify vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 800 ft. Filed Jan. 12.

### APPLICATIONS DISMISSED

**Gainesville, Fla.—U. of Fla.** FCC dismissed bid for new noncommercial educational tv station on vhf ch. 5 at request of attorney. Dismissed Jan. 7.

**Albany, Ga.—James S. Rivers tr/as Southeastern Bcstg. System.** FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed Jan. 12.

**Ramsey County, Minn.—Upper Midwest Tv Co.** granted dismissal of its bid for new tv station on vhf ch. 9 at request of attorney. Dismissed Jan. 6.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## Existing Tv Stations . . .

### ACTIONS BY FCC

**KOA-TV Denver, Colo.—Metropolitan Tv Co.** granted STA to operate commercially on vhf ch. 4 for the period ending May 9. Granted Dec. 23; announced Jan. 12.

**WINT (TV) Waterloo, Ind.—Tri-State Tv Inc.** granted modification of CP for uhf ch. 15 to change transmitter location to Cemetary Rd., Auburn Twp., near Waterloo; studio location to Town Hall, Waterloo; ERP to 240 kw visual, 126 kw aural; antenna height above average terrain 830 ft. Granted Jan. 7; announced Jan. 12.

**WAYS-TV Charlotte, N. C.—WAYS-TV Inc.** granted STA to operate commercially on uhf ch. 36 for the period ending May 28. Granted Dec. 31; announced Jan. 12.

**WFBC-TV Greenville, S. C.—Carolina Tv Inc.** granted STA to operate commercially on vhf ch. 4 for the period ending March 29. Granted Dec. 29; announced Jan. 12.

**WIBM-TV Danville, Va.—Piedmont Bcstg. Corp.** granted STA to operate commercially on uhf ch. 24 for the period ending June 17. Granted Jan. 7; announced Jan. 12.

### APPLICATIONS

**KVOA-TV Tucson, Ariz.—Arizona Bcstg. Co.** seeks modification of CP for vhf ch. 4 to change ERP to 5.33 kw visual and 2.67 kw aural. Filed Jan. 12.

**KGO-TV San Francisco, Calif. — American Bcstg.-Paramount Theatres Inc.** seeks modification of CP for vhf ch. 7 to change aural ERP to 158 kw aural; antenna height above average terrain 1,231 ft. Filed Jan. 6.

**Detroit, Mich.—Evening News Assoc.** seeks modification of CP for vhf ch. 4 to change transmitter location to Greenfield and 10½ mile Rds., near Detroit; ERP to 97 kw. Filed Jan. 6.

**WLAC-TV Nashville, Tenn.—Life & Casualty Ins. Co. of Tenn.** seeks modification of CP for vhf ch. 5 to change transmitter location to near intersection of Brick Church Pike and Old Hickory Blvd., near Nashville; ERP to 50 kw aural; antenna height above average terrain 1,337 ft. Filed Jan. 12.

### CALL LETTERS ASSIGNED

**KBID-TV Fresno, Calif.—John Poole Bcstg. Co.**, uhf ch. 53. Changed from KBID.

**KBIE-TV Sacramento, Calif.—John Poole Bcstg. Co.**, uhf ch. 46. Changed from KBIK-TV.

**WCTV (TV) Thomasville, Ga.—E. D. Rivers Sr.**, vhf ch. 6.

**WNOP-TV Newport, Ky.—Tri-City Bcstg. Co.** uhf ch. 74.

**KALB-TV Alexandria, La.—Alexandria Bcstg. Co.**, vhf ch. 5.

**WCIO-TV Detroit, Mich. — UAW-CIO Bcstg. Corp. of Mich.**, uhf ch. 62.

**KSWM-TV Joplin, Mo.—Air Time Inc.**, vhf ch. 12.

**WLEU-TV Erie, Pa.—Commodore Perry Bcstg. Service Inc.**, uhf ch. 66.

**WOTV (TV) Richmond, Va.—Winston-Salem Bcstg. Co.**, uhf ch. 29.

**KUOW-TV Seattle, Wash.—U. of Wash.**, noncommercial educational, vhf ch. 9.

## New Am Stations . . .

### APPLICATIONS

**San Fernando, Calif.—KMEX Inc.**, 540 kc, 1 kw unlimited, directional. Post office address 127 South Broadway, Los Angeles. Estimated construction cost $56,800, first year operating cost $93,000, revenue $100,000. Principals include President **Frank L. Fouce** (10%), stockholder of Spanish International Tv Inc., applicant for uhf ch. 34 at Los Angeles, and owner of Fouce Amusement Enterprises and Million Dollar Theatre Corp.; Vice President **Frank Fouce** (35%), associated with his father in all the above enterprises; **Importadora Inc.** (35%), purchaser of exhibition rights to Spanish language pictures, and **Azteca Films Inc.** (14%), distributor of Spanish language motion pictures. Filed Jan. 4.

**Washington, Kan.—Chas. W. Bullimore**, 1270 kc, 500 w daytime. Post office address Morrowville, Kan. Estimated construction cost $10,707, first year operating cost $16,000, revenue $36,000. Mr. Bullimore deals in radio and electric service. Filed Jan. 4.

**Grafton, N. D.—KVOX Bcstg. Co. (KVOX Moorehead, Minn.)**, 1370 kc, 1 kw unlimited. Post office address 403 Center Ave., Moorehead, Minn. Estimated construction cost $22,708, first year operating cost $28,000, revenue $36,000. Principals include President **E. J. McKeller** (51.2%); Vice President **Manny Marget** (2.0%); Secretary **Franklin J. Van Osdel** (1.2%), and Treasurer **William Stern** (2.4%). Filed Jan. 4.

**Jamestown, N. D.—James River Bcstg. Co.**, 1400 kc, 250 w unlimited. Post office address % Robert E. Ingstad, Valley City, N. D. Estimated construction cost $16,040, first year operating cost $25,000, revenue $30,000. Principals include President **Robert E. Ingstad** (78.95%), president-majority stockholder-general manager KOVC Valley City, N. D.; Vice President **James J. Flannery** (5.26%), City Alderman; Secretary **E. A. Moline** (5.26%), contractor, and Treasurer **H. W. Lyons** (2.63%). Filed Jan. 5.

**Chattanooga, Tenn. — Greenwood Bcstg. Co. (WABG Greenwood, Miss.)**, 600 kc, 1 kw daytime. Post office address 222 Howard, Greenwood, Miss. Estimated construction cost $8,000, first year operating cost $40,000, revenue $70,000. Sole owner is Cy N. Bahakel. Filed Jan. 4.

### APPLICATIONS AMENDED

**The Dalles, Ore.—Radio Mid-Columbia Inc.** amends bid for new am station on 1540 kc, 1 kw unlimited to specify 500 w directional day and night. Filed Jan. 6.

**Cruz Bay, St. John, Virgin Islands—Mary Louise Vickers tr/as West Indies-Carribean Radio** amends bid for new am station on 1190 kc, 500 w night, 1 kw day, unlimited, to specify daytime power as 500 w. Filed Jan. 8.

## Existing Am Stations . . .

### APPLICATIONS

**KFSG Los Angeles, Calif.—Echo Park Evangelistic Assn.** seeks construction permit to change daytime power from 2.5 kw to 5 kw. Filed Jan. 12.

**KPOL Los Angeles, Calif.—Coast Radio Bcstg. Corp.** seeks construction permit to change from daytime to unlimited using directional antenna night. Filed Dec. 30.

**WABR Winter Park, Fla. — Orange County Bcstrs. Inc.** seeks modification of CP to change from 1600 kc to 1440 kc. Filed Dec. 28.

**WDXB Chattanooga, Tenn.—WDXB Inc.** seeks CP to change from 1490 kc to 1450 kc. Filed Dec. 30.

**KAMQ Amarillo, Tex.—Top of Texas Bcstg. Co.** seeks construction permit to change daytime power from 1 kw to 5 kw. Filed Jan. 12.

**KVMC Colorado City, Tex.—Colorado City Bcstg. Co.** seeks construction permit to change from 500 w to 1 kw. Filed Jan. 12.

**KWIE Kennewick, Wash.—KWIE Inc.** seeks construction permit to increase power from 1 kw to 5 kw using directional antenna day and night. Filed Dec. 30.

## Existing Fm Stations . . .

### ACTIONS BY FCC

**KSCU (FM) Santa Clara, Calif.—U. of Santa Clara** granted modification of CP to change ERP to 700 w. Granted Jan. 8; announced Jan. 12.

**WHAT-FM Philadelphia, Pa. — Independence Bcstg. Co.** granted modification of CP to change frequency to ch. 287 (105.3 mc). Granted Jan. 8; announced Jan. 12.

### STATIONS DELETED

**WFMJ-FM Youngstown, Ohio—WFMJ Bcstg. Co.** granted request to cancel license and delete fm station on ch. 293. Deleted Jan. 5.

**WPTL (FM) Providence, R. I.—Providence Bible Institute** granted request to cancel license and delete noncommercial educational fm station on ch. 218. Deleted Jan. 7.

## Ownership Changes . . .

### ACTIONS BY FCC

**KLWT Lebanon, Mo. — Lebanon Bcstg. Co.** granted involuntary transfer of control to Frances Fields (111 shares), executrix of the estate of Robert C. Fields, deceased. Granted Jan. 8.

**KTOK Oklahoma City, Okla. — KTOK Inc.** granted voluntary assignment of license to Oklahoma City Bcstg. Co. This is a new corporation under the same ownership. Consideration is assumption of obligations totalling $222,344. Granted Jan. 8.

**WTVU (TV) Scranton, Pa.—Appalachian Co.** granted voluntary transfer of control (100% of stock) from Frank J. and Jane C. Collins to Nay Aug Coal Co. Frank J. and Jane C. Collins own all stock of Nay Aug Coal Co. Granted Jan. 7.

**KMID-TV Midland, Tex.—R. H. Drewry et al, d/b as Midessa Tv Co.**, granted voluntary assignment of CP for ch. 2 to new company of the same name owned and controlled by the same individuals without any change in their relative interests. J. R. Montgomery withdraws from original partnership. Granted Jan. 5.


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## APPLICATIONS

**KJNO Juneau, KABI Ketchikan, Alaska — Aurora Bcstrs. Inc.** seeks voluntary assignment of license to Midnight Sun Bcstg. Co., licensee of KENI Anchorage, KFAR Fairbanks, Alaska. Consideration is 267 shares of stock of the Midnight Sun Bcstg. Co. Principals include **A. E. Lathrop Estate** (98.68%), real estate and operator of theatres and mining properties; President **Miriam D. Kinsey** (1.21%), and Vice President **Harry J. Hill** (0.31%). Filed Dec. 31.

**KTFI-AM-FM Twin Falls, Idaho—Radio Bcstg. Corp.** seeks involuntary transfer of control (54.4%) to Walker Bank & Trust Co., executor of the estate of O. P. Soule, deceased. Filed Jan. 4.

**KGNO Dodge City, Kan.—Dodge City Bcstg. Co.** seeks involuntary transfer of control (94.8%) to Juliet Denious and J. C. Denious Jr., executors of the estate of J. C. Denious of the estate of J. C. Denious, deceased. Filed Jan. 6.

**KGFW Kearney, Neb.—Central Neb. Bcstg. Corp.** seeks voluntary acquisition of voluntary control by Belle M. Thomas through purchase of 47.2% interest from other stockholders for $34,628. Mrs. Thomas will now own 85.5% interest. Filed Jan. 4.

**WFEA Manchester, N. H.—N. H. Bcstg. Inc.** seeks voluntary assignment of license to Public Information Inc. for $100,000. Sole owner is **Farris E. Rahall,** 34% stockholder WQCY (TV) Allentown, Pa., 23.4% stockholder WKAP Allentown, vice president-secretary-15.25% stockholder WWNR Beckley, W. Va., and secretary-23.8% stockholder WNAR Norristown, Pa. Filed Jan. 6.

**KFDA-AM-TV Amarillo, Tex.—Amarillo Bcstg. Corp.** seeks voluntary transfer of control to Texas State Network Inc. through sale by Wendell Mayes, C. C. Woodson and Gene Cagle of their 25% interests for approximately $525,000, less some $500,000 in obligations. TSN principals include President **Gene Cagle** (34.5%) and **Sid W. Richardson** (62%). Texas State Network owns KFJZ Ft. Worth, WACO Waco and KRIO McAllen, all Texas. Filed Jan. 6.

## Hearing Cases . . .

### INITIAL DECISIONS

**Sioux City, Iowa—New Tv,** vhf ch. 4. FCC Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of the application of KCOM for a CP for new tv station on vhf ch. 4. Action Jan. 11.

**Durham, N. C.—New Tv,** vhf ch. 11. FCC Hearing Examiner Millard F. French issued initial decision looking toward grant of the application of WTIK for a CP for new tv station on vhf ch. 11. Action Jan. 12.

### OTHER ACTIONS

**Montgomery, Ala.—Vhf ch. 12 proceeding.** On request by William E. Benns Jr., d/b as Alabama Television Co., the Commission postponed oral argument from Jan. 11 to Jan. 25 in the matter of petition for rehearing and exceptions to the initial decision in ch. 12 proceeding. Action Jan. 7.

**Stockton, Calif.—Vhf ch. 13 proceeding.** FCC Comr. Robert E. Lee granted petition of KXOB for dismissal without prejudice of its bid for new tv station on vhf ch. 13 and retained in hearing competitive application of Radio Diablo Inc. Action Jan. 6.

**Charlotte, N. C.—Vhf ch. 9 proceeding.** FCC scheduled for hearing in Washington on Feb. 12 competitive applications of WSOC, Piedmont Electronics & Fixture Corp. and Carolina's Tv Corp. for new tv station on vhf ch. 9. Action Jan. 13.

**Durham, N. C.—Vhf ch. 11 proceeding.** FCC Comr. Robert E. Lee granted petition of WDNC for dismissal without prejudice of its bid for new tv station on vhf ch. 11 and retained in hearing competitive application of WTIK. Action Jan. 7.

**Binghamton, N. Y.—Uhf ch. 40 proceeding.** By order, the Commission dismissed as moot petition filed Oct. 26 by The Binghamton Broadcasters Inc., requesting the Commission reconsider its action of Sept. 9 in designating petitioner's application for new tv station on ch. 40 in consolidated proceeding upon certain specified issues, and to delete issue with respect to possible misrepresentation concerning petitioner's financial qualifications, since petitioner has since elected not to prosecute its application. Action Jan. 7.

**Binghamton-Endicott, N. Y.—Uhf ch. 40 proceeding.** By order, the Commission denied supplemental petition filed Dec. 17 by Southern Tier Radio Service Inc., that the Commission delete from its hearing order an issue with respect to the financial qualifications of petitioner in the ch. 40 tv proceeding. Action Jan. 7.

**Lorain-Elyria, Ohio—Uhf ch. 31 proceeding.** FCC Comr. Robert E. Lee granted petition for dismissal without prejudice of its bid for new tv station on uhf ch. 31 and retained in hearing competitive application of WEOL. Action Jan. 6.

**Newport News, Va.—Hampton Roads Bcstg. Co. (WGH).** FCC Comr. Robert E. Lee granted petition for dismissal without prejudice of its bid for new tv station on vhf ch. 10. Action Jan. 6.

**Charleston, W. Va.—Vhf ch. 8 proceeding.** By memorandum opinion and order, the Commission denied petition filed Nov. 5 and supplement thereto filed Dec. 2 by The Tierney Co. to enlarge the issues in the proceeding involving it and Capital Television Inc., in competition for new tv station on ch. 8, to include consideration of financial qualifications of Capital. Action Jan. 7.

## Routine Roundup . . .

### January 13 Decisions

#### BY THE COMMISSION EN BANC

**WMEV-TV Marion, Va., Mountain Empire Bcstg. Co.**—Is being advised that application (BMPCT-1663) for additional time to construct a tv station to operate on ch. 50 cannot be granted at this time on basis of present showing.

#### ACTIONS ON MOTIONS

**By Hearing Examiner Thomas H. Donahue**

In view of the stay order issued by the United States Circuit Court of Appeals for the D. C. Circuit in the case of *Broadcast House Inc. v. FCC, et al,* ordered that the hearing, presently scheduled for Jan. 14, in proceeding involving applications of St. Louis Telecast Inc., St. Louis Amusement Co., Columbia Broadcasting System Inc., 220 Television Inc., for ch. 11 in St. Louis, Mo., be continued indefinitely (Dockets 8809, 10788 to 10790; BPCT-294, 745, 1565, 1778).

**By Hearing Examiner Harold L. Schilz**

Ordered prehearing conference in proceeding re applications of City of Jacksonville, Florida-Georgia Television Co., and Jacksonville Broadcasting Corp., for ch. 12 in Jacksonville, Fla., on Jan. 15, in Washington, D. C. (Dockets 10833 to 10835; BPCT-749, 1624, 1625).

**By Hearing Examiner Herbert Sharfman**

Upon oral request of Tennessee Television Inc., and upon agreement of the parties, ordered that the hearing in proceeding involving applications of Tennessee Television Inc., Scripps-Howard Radio Inc., and WBIR for ch. 10 in Knoxville, Tenn., be continued from Jan. 14 to Jan. 18 (Docket 10514, 10512, 10513; BPCT-1002, 630, 686) (Action Jan 8).

**Kolero Telecasting Corp., Milwaukee, Wis.**—By memorandum opinion and order denied petition for leave to amend its application for ch. 12 so as to specify new transmitter location, change type antenna, transmitter type, and make certain other engineering changes (Docket 10794, BPCT-1796) (Action Jan. 12).


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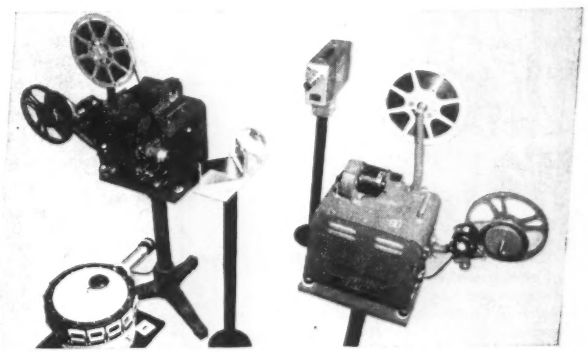
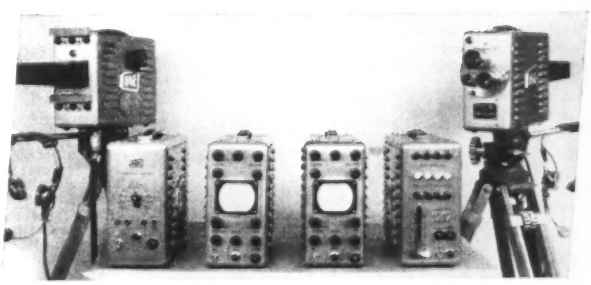


Dage camera for film and slide operation with new Dage C-105 optical Multiplexer.



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**By Hearing Examiner William G. Butts**

**Booth Radio & Television Stations Inc., Woodward Bcstg. Co., Detroit, Mich.**—Dismissed petition of Dec. 30, 1953, filed by Woodward Broadcasting Co. for supplemental order for exchange of information in proceeding for ch. 50 in Detroit and ordered that each applicant furnish additional information in accordance with the action taken on the record Jan. 8 to the other and to the Chief Broadcast Bureau, and to the examiner and that such information be furnished on or before January 21 (Dockets 10661, 10660; BPCT-1418, 724) (Action Jan. 11); upon oral request of Woodward Bcstg. Co., further hearing was rescheduled for January 29 (Action Jan. 8).

**Ottaway Stations Inc., Endicott, N. Y.**—Ordered oral argument on motion to quash notice of taking of depositions, filed Jan. 12, in proceeding re applications for ch. 40 (Docket 10682, BPCT-1097 et al) (Action Jan. 12).

**By Hearing Examiner Claire W. Hardy**

**Southside Virginia Telecasting Corp., Petersburg Television Corp., Petersburg, Va.**—Upon oral request of Southside Virginia Telecasting Corp., hearing re its application and that of Petersburg Television Corp., for ch. 8, was continued from Jan. 14 to Jan. 15 (Dockets 10738, 10737; BPCT-1773, 1772).

**By Hearing Examiner James D. Cunningham**

On Commission's own motion and with consent of all parties, cancelled the several proceedings presently scheduled upon applications of KTRH Houston Area Television Co., Houston Television Co., and Tv Bcstg. Co. of Houston, for ch. 13 in Houston, Texas, and ordered hearing to be conducted on Jan. 12 (Dockets 8796, 17053 to 10755; BPCT-308, 1585, 1723, 1753).

## January 13 Applications

**ACCEPTED FOR FILING**

**Renewal of License**

**WNLC New London, Conn., Thames Bcstg. Corp.** (BR-889); WATR Waterbury, Conn., WATR Inc. (BR-826); WCOU Lewiston, Me., Twin City Bcstg. Co. (BR-978); WPOR Portland, Me., Oliver Bcstg. Corp. (BR-1337); WGAN Portland, Me., Guy Gannett Bcstg. Services (BR-977); WCOP Boston, Mass., T. B. Baker Jr., A. G. Beaman and Roy V. Whisnand, a partnership (BR-861); WHAI Greenfield, Mass., John W. Haigis (BR-960); WOCB Hyannis, Mass., E. Anthony & Sons Inc. (BR-1194); WNAC Lawrence-Boston, Mass., General Teleradio Inc. (BR-953); WCCM Lawrence, Mass., Lawrence Bcstg. Co. (BR-1612); WESX Marblehead, Mass., North Shore Bcstg. Corp. (BR-1036).


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**WEWS Cleveland, Ohio, Scripps-Howard Radio, Inc.**—Mod. of CP (BPCT-1291) which authorized changes in facilities of existing commercial tv station, for extension of completion date to 5/1/54 (BMPCT-1709).

**KDTX Dallas, Tex., R. L. Wheelock, et al, d/b as UHF Television Co.**—Mod. of CP (BPCT-827) as mod., which authorized a new commercial tv station, for extension of completion date to 9/1/54 (BMPCT-1714).

**KTVP Houston, Tex., R. L. Wheelock, et al**—Mod. of CP (BPCT-826) as mod., which authorized a new commercial tv station, for extension of completion date to 9/15/54 (BMPCT-1715).

## January 12 Decisions

**BROADCAST ACTIONS**

**BY THE COMMISSION EN BANC**

Scheduled oral argument for Jan. 26, 1954, in re applications of Peoples Broadcasting Company, Lancaster, Pa., for new tv station to operate on ch. 8 (Docket 10365, BPCT-654) and WGAL Inc. for CP to change site, power, antenna height, etc., for regular operation of WGAL-TV on ch. 8 in Lancaster (Docket 10366, BPCT-910).

**BY THE BROADCAST BUREAU**

**Actions of Jan. 8**

**Remote Control**

The following stations were granted authority to operate transmitters by remote control:

KILO Grand Forks, N. D.; KDLA De Ridder, La.; WSNY Schenectady, N. Y.; WIRJ Humboldt, Tenn.; WIDE Biddeford, Me.; KBMW Wahpeton, N. D.

**Granted License**

**KEAN Brownwood, Tex., Lyman Brown Enterprises**—Granted license for am station; 1240 kc, 100 w, U (BL-5183).

**KRDO Colorado Springs, Colo., Pikes Peak Bcstg. Co.**—Granted license covering change in transmitter and studio location (BL-5167).

**WWRL-FM Long Island, N. Y., Long Island Bcstg. Corp.**—Granted license for fm station; ch. 286 (105.1 mc), 20 kw (BLH-934).

**WFTW Ft. Walton, Fla., Vacationland Bcstg. Co.**—Granted license for am station; 1260 kc, 1 kw, D (BL-5179). (Action 1/6).

**Modification of CP**

**WAFC Staunton, Va., American Home Bcstg. Co.**—Granted Mod. of CP for approval of antenna, transmitter and studio location; conditions (BMP-6382).

The following were granted Mod. of CP's for extension of completion dates as shown:

KISJ Pocatello, Idaho, to 6/25/54; WRAK-TV Williamsport, Pa., to 7/12/54; WRAK-FM Williamsport, Pa., to 7/12/54; KSCU Santa Clara, Calif., to 2/15/54; KCMO-FM Kansas City, Mo., to 8/17/54; WAZL-FM Hazleton, Pa., to 6/17/54; WARD-TV Johnstown, Pa., to 7/15/54; KTRE-TV Lufkin, Tex., to 7/1/54; KNXT Hollywood, Calif., to 6/4/54; KSPR Casper, Wyo., to 9/12/54, condition; KAUS Austin, Minn., to 4/5/54, condition.

**Actions of Jan. 7**

**Granted License**

**WLBN Lebanon, Ky., Lebanon-Springfield Bcstg. Co.**—Granted license for am station; 1590 kc, 500 w, D (BL-5177).

**KPRC-FM Houston, Tex., The Houston Post Co.**—Granted license covering changes in fm station; ch. 275 (102.9 mc) 10 w, U (BLH-938).

**WRRN Warren, Pa., Northern Allegheny Bcstg. Co.**—Granted license covering changes in fm station; ch. 222 (92.3 mc) 3 kw, U (BLH-931).

**Modification of CP**

**WAGS Bishopville, S. C., Lee County Bcstg. Co.**—Granted Mod. of CP to change type transmitter (BMP-6401).

Granted Mod. of CP for extension of completion dates as shown: WSPN Saratoga Springs, N. Y., to 4/15/54; KETV Little Rock, Ark., to 6/29/54; WCRS-TV Greenwood, S. C., to 6/8/54; KTTS-TV Springfield, Mo., to 4/7/54; KTVE, Longview, Tex., to 6/1/54; WMSL-TV Decatur, Ala., to 4/25/54; KTNT-TV Tacoma, Wash., to 7/15/54.

**Actions of Jan. 6**

**Granted License**

**WTUP Tupelo, Miss., Lee Bcstg. Co.**—Granted license for am station; 1380 kc, 1 kw, D (BL-5139).

**KELO Sioux Falls, S. D., Midcontinent Bcstg. Co.**—Granted license covering installation of new antenna for non-directional operation and mounting of tv antenna above; condition (BL-5140).

**Remote Control**

The following stations were granted authority to operate transmitters by remote control:

KBON Omaha, Neb.; KFJM Grand Forks, N. D.

**Actions of Jan. 5**

**Granted License**

**KRIO McAllen, Tex., Frontier Bcstg. Co.**—Granted license to use old main transmitter as auxiliary transmitter, at present location of main transmitter to be operated on 910 kc, 1 kw, DA-1 (BL-5160).

**KRIO McAllen, Tex., Frontier Bcstg. Co.**—Granted license covering installation of new transmitter (BL-5159).

**WJMB Brookhaven, Miss., Brookhaven Bcstg. Co.**—Granted license covering installation of new transmitter (BL-5178).

**WEAS Decatur, Ga., WEAS Inc.**—Granted license covering installation of new transmitter as an auxiliary transmitter; 1010 kc, 1 kw (BL-5176).

**WILO Frankfort, Ind., Radio Frankfort**—Granted license for am station and change studio location; 1570 kc, 250 w, D (BL-5172).

**KGCX Sidney, Mont., E. E. Krebsbach**—Granted license covering installation of new transmitter (BL-5162).

**Granted CP**

**WFRL Freeport, Ill., Freeport Bcstg. Co.**—Granted CP to install new transmitter as auxiliary transmitter, at present location of main transmitter, to operate on 1570 kc, 250 w (BP-9089).

**Modification of CP**

The following were granted Mod. of CP's for extension of completion dates as shown:

WORZ Orlando, Fla., to 2/26/54; WBNS-TV Columbus, Ohio, to 4/15/54; WMTG Adams, Mass., to 4/15/54; WNBK Cleveland, Ohio, to 4/25/54; WIMA-TV Lima, Ohio, to 7/21/54; WTAO-TV Cambridge, Mass., to 7/5/54; KCMO-TV to 8/3/54; KLAS-TV Las Vegas, Nev., to 7/15/54; KFEQ-TV St. Joseph, Mo., to 4/15/54; WRGB Schenectady, N. Y., to 2/8/54; WMAZ-TV Warner Robins, Ga., to 7/5/54; WLOU-TV Louisville, Ky., to 7/31/54; WOR-FM New York, N. Y., to 7/6/54.

**ACTIONS ON MOTIONS**

**By Hearing Examiner Millard F. French**

**Durham Bcstg. Enterprises Inc., Durham, N. C.**—Granted petition for leave to amend its tv application to make changes in subscribers to capital stock, etc. (Docket 10731; BPCT-893) (Ch. 11).

**By Hearing Examiner Fanney N. Litvin**

**Arkansas Telecasters Inc.; Arkansas Tele. Co., No. Little Rock & Little Rock, Ark.**—Granted petition of Arkansas Telecasters Inc. for continuance from Jan. 15 to Feb. 15, of the time for presentation of direct written testimony in re proceeding for ch. 11 (Dockets 10610, 10611) (Action 1/6).

**The Travelers Bcstg. Service Corp., Hartford Telecasting Co., Hartford, Conn.**—By Memorandum Opinion and Order (1) denied petition of Hartford Telecasting Co. for extension of time to comply with requirements of Hearing Examiner's orders; and (2) the Hearing Order of Nov. 25 and Hearing Order of Dec. 2, are modified so as to change from Jan. 11 to Jan. 18, 1954, the date on which all parties, including the Chief of the Broadcast Bureau of the Commission, will advise each other and the Examiner which, if any, of the witnesses whose written direct examination has been submitted it does not desire to cross-examine and also will advise each other and the Examiner as to any witnesses whose testimony is required in support of points of reliance concerning matters other than applicants' own television proposals, together with the subject matter concerning which each of the latter witnesses will be expected to testify; and so as to change from Jan. 18 to Jan. 25, 1954, the date on which oral testimony in this proceeding shall commence (Docket 8621, BPCT-193; 10699, BPCT-1540). (Action 1/11).

**By Hearing Examiner J. D. Bond**

**WDEF Bcstg. Co. Chattanooga, Tenn.**—Ordered the hearing on tv ch. 12 shall commence on Jan. 13, 1954 (Docket 10473; BPCT-989).


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**By Hearing Examiner James D. Cunningham**

**Chief Broadcast Bureau**—Granted petition to extend to Jan. 14 the time within which all parties in the proceeding re WSAV Inc. and WJIV-TV Inc., for tv ch. 3 in Savannah, Ga., shall file briefs (Dockets 10517-18).

**By Hearing Examiner Harold L. Schilz**

**Niagara Frontier Amusement Corp. Buffalo, N. Y.**—Upon agreement of the parties, ordered that the hearing in proceeding for ch. 2 at Buffalo (Docket 10804, BPCT-1746) be continued to January 18, 1954; On Jan. 8 hearing was continued to Jan. 15.

**By Hearing Examiner Basil P. Cooper**

**KCOM Bcstg. Co. Sioux City, Iowa**—Granted motion to amend its application for ch. 4 (Docket 10673; BPCT-864), to incorporate an agreement dated Dec. 12, 1953, between Perkins Brothers Co. and KCOM Bcstg. Co.

**By Hearing Examiner Thomas H. Donahue**

**United Bcstg. Co. Ogden, Utah**—On the Examiner's own motion, continued hearing in proceeding for ch. 9 from Jan. 11 to Jan. 18 (Docket 10757; BPCT-1687).

## January 12 Applications

### ACCEPTED FOR FILING

#### Renewal of License

WTHT Hartford, Conn., Hartford Times Inc. (BR-888); WDRC Hartford, Conn., Connecticut Bcstg. Co. (BR-139); WCCC Hartford, Conn., Greater Hartford Bcstg. Inc. (BR-1832); WELI New Haven, Conn., Connecticut Radio Foundation Inc. (BR-866); WICH Norwich, Conn., Eastern Connecticut Bcstg. Co. (BR-1335); WTOR Torrington, Conn., Torrington Bcstg. Co. (BR-1888); WWCO Waterbury, Conn., The Mattatuck Bcstg. Co. (BR-1338); WFAU Augusta, Me., Twin City Bcstg. Co. (BR-1383); WRDO Augusta, Me., WRDO Inc. (BR-804); WLBZ Bangor, Me., Maine Bcstg. Co. (BR-146); WCSH Portland, Me., Congress Square Hotel Co. (BR-148); WHDH Boston, Mass., Matheson Radio Co. (BR-760); WEEI Boston, Mass., Columbia Bcstg. System Inc. (BR-191); WACE Chicopee, Mass., Regional Bcstg. Co. (BR-1404); WGAW Gardner, Mass., Gardner Bcstg. Co. (BR-1402); WHAV Haverhill, Mass., Haverhill Gazette Co. (BR-1672); WLLH Lowell, Mass., Merrimac Bcstg. Co. (BR-201); WHMP Northampton, Mass., Pioneer Valley Bcstg. Co. (BR-2561); WBEC Pittsfield, Mass., Western Mass. Bcstg. Co. (BR-1516); WJDA Quincy, Mass., South Shore Bcstg. Co. (BR-1659); WTXL West Springfield, Mass., Telecolor Corp. (BR-2334); WORC Worcester, Mass., Radio Worcester Inc. (BR-204); WNEB Worcester, Mass., New England Bcstg. Co. (BR-1377); WTSL Hanover, N. H., Granite State Bcstg. Co. (BR-2552); WTSV Claremont, N. H., Granite State Bcstg. Co. (BR-2146); WKNE Keene, N. H., WKNE Corp. (BR-699); WPAW Pawtucket, R. I., Roger Williams Bcstg. Co. (BR-2417); WPJB Providence, R. I., Providence Journal Co. (BR-1119); WJAR Providence, R. I., The Outlet Co. (BR-158).

**WHYN-FM The Hampden-Hampshire Corp., Springfield, Mass.**—(BRH-478).

**WFNC-FM Cape Fear Bcstg. Co., Fayetteville, N. C.**—(BRH-169).

#### Modification of CP

**KUTF Frank C. Carman, et al d/b as Utah Bcstg. & Television Co., Salt Lake City, Utah**—Modification of construction permit (BPH-1866 which replaced expired permit for extension of completion date (BMPH-4889).

**WBUF-TV Buffalo, N. Y., WBUF-TV Inc.**—Mod. of CP (BPCT-1348) as mod., which authorized new tv station for extension of completion to 7/1/54 (BMPCT-1707).

**WCHA-TV Chambersburg, Pa., Chambersburg Bcstg. Co.**—Mod. of CP (BPCT-806) as mod., which authorized new tv station for extension of completion date (BMPCT-1704).

**KCEN-TV Bell Pub. Co., Nr. Eddy, Tex.**—Mod. of CP (BPCT-1426) as mod., which authorized new tv station to extend completion date to 4/20/54 (BMPCT-1705).

#### Application Returned

Montgomery, W. Va., West Virginia Television Corp. for vhf ch. 2.

#### License for CP

**WRRR Rockford, Ill., Rock River Bcstg. Co.**—License to cover construction permit (BP-8286) which authorized new station, and specify studio location as 113 Court St., Rockford, Ill. (BL-5194).

**WPBC Minneapolis, Minn., Peoples Bcstg. Co.**—License to cover construction permit (BP-8815) which authorized increase in power (BL-5190).

**KOKO Warrensburg, Mo., Clinton Bcstg. Co.**—License to cover construction permit (BP-8454) which authorized new am station (BL-5192). (BL-5192).

**WMLV Millville, N. J., Union Lake Bcstrs.**—License to cover construction permit (BP-8725) which authorized new am station (BL-5193).

**WNNJ Newton, N. J., Simon Geller, Robert Mensel, William Fairclough and Elizabeth Fairclough d/b as Sussex County Bcstrs.**—License to cover construction permit (BP-8368) as modified, which authorized a new standard station and specify studio location as Yates Ave., Andover Township, New Jersey (BL-5188).

**KBLP Falfurrias, Tex., Ben L. Parker**—License to cover construction permit (BP-8587) as modified, which authorized new standard station and change studio location (BL-5189).

**KYAK Yakima, Wash., Yakima Bcstg. Corp.**—License to cover construction permit (BP-8513) as modified, which authorized change in frequency, increase in power, and installation of new transmitter and directional antenna for night use only (BL-5187).

**KXOC Chico, Calif., KXOC Inc.**—Modification of construction permit (BP-8436) as modified, which authorized change in frequency; increase power, installation of new transmitter and make changes in the directional antenna pattern for extension of completion date.

#### Modification of CP

**WSTF Stamford, Conn., Stamford-Norwalk Television Corp.**—Mod. of CP (BPCT-1672) which authorized new tv station, for extension of completion date to 8/30/54 (BMPCT-1707).

**KEDD Nr. Wichita, Kan., KEDD Inc.**—Mod. of CP (BPCT-1412) as mod., which authorized new tv station for extension of completion date to December, 1954 (BMPCT-1711).

**WFIL-TV Philadelphia, Pa., Triangle Publications, Inc. (The Philadelphia Inquirer Division)**—Mod. of CP (BPCT-731) which authorized changes in existing tv station for extension of completion date to 3/15/54 (BMPCT-1708).

**WILK-TV Wilkes-Barre, Pa., Wyoming Valley Bcstg. Co.**—Mod. of CP (BPCT-231) as mod., which authorized new tv station for extension of completion date to 7/25/54 (BMPCT-1710).

## January 8 Decisions

### ACTIONS ON MOTIONS

**By Commissioner John C. Doerfer**

**The Travelers Bcstg. Service Corp., Hartford Telecasting Co., Hartford, Conn.**—Granted motion of The Travelers Bcstg. Service Corp. for an order that depositions shall not be taken by Hartford Telecasting Co. in proceeding involving competing applications for new tv stations in Hartford, Conn., to operate on ch. 3; and quashed notice of intention by Hartford Telecasting Co. to take said depositions (Dockets 8621, 10699; BPCT-193, BPCT-1540).

**By Hearing Examiner John B. Poindexter**

**Arthur Westlund, Walnut Creek, Calif.**—Granted petition for continuance of hearing from Jan. 12 to March 16 in re his application (Docket 10215, BP-8321).

## FCC Annual Report

FCC's 19th annual report covering fiscal year 1953 is now on sale for 50 cents a copy by Superintendent of Documents, Government Printing Office, Washington 25, D. C., the Commission has announced. FCC does not distribute copies, but has reference copies available for inspection. Report does not include the biographical data on all FCC employes which also was submitted to Congress [B•T, Jan. 4].

**By Hearing Examiner H. Gifford Irion**

**Darrell E. Yates, Jacksonville, Tex.**—Ordered that the hearing in this proceeding (Docket 10429, BP-8285) be continued from Jan. 11 to Jan. 13.

**Buccaneer Line Inc., Jacksonville, Fla.**—Ordered that the hearing in the matter of Buccaneer's application for CP for new point to point radiotelephone station (points of communication: Colonia, Yucatan, Mexico; Zoh Leguna, Campeche, Mexico; Sac Xaan, Quintana Roo, Mexico) (Docket 10376) will reconvene on Feb. 5.

**By Hearing Examiner Elizabeth C. Smith**

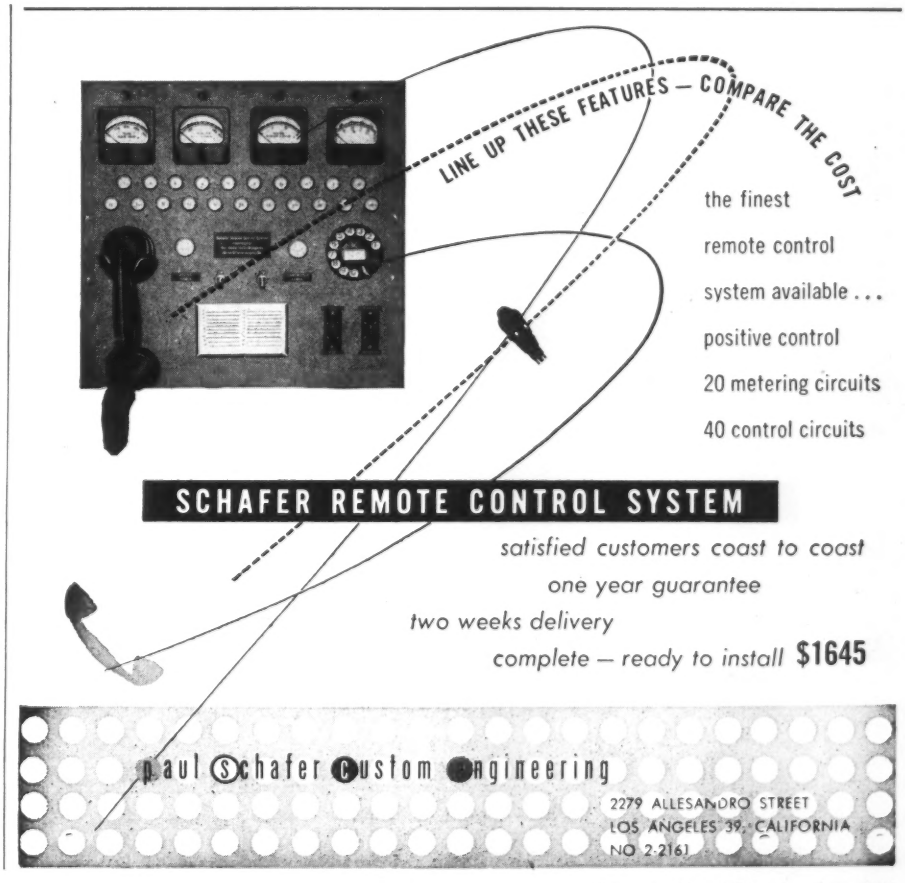
**Counsel for Broadcast Bureau**—Denied motion of Dec. 31, 1953, to reopen the record re applications of WMBD Inc. (Docket 10541, BPCT-668) and WIRL Television Co. (Docket 10542, BPCT-702) for ch. 8 at Peoria, Ill., to afford an opportunity to one Mrs. Helen Lichtweis to testify.

## January 8 Applications

### ACCEPTED FOR FILING

#### Modification of CP

**WACL Waycross, Ga., Teletronics Inc.**—Modification of construction permit (BP-8439) as modified, which authorized change in hours of operation and installation of directional antenna for night use only and changes in directional antenna system for extension of completion date (BMP-6407).

**WBBF Rochester, N. Y., WARC Inc.**—Modification of license to change name to WBBF Inc. (950 kc) (BML-1570).

**WDIA Memphis, Tenn., Bluff City Bcstg. Co.**—Modification of construction permit (BP-8343) as modified, which authorized change in frequency, increase in power, change hours of operation, change transmitter site, installation of directional antenna for day and night use, and change type transmitter for extension of completion date (BMP-6409).

**Renewal of License**

WHMA Anniston, Ala., Anniston Bcstg. Co. (BR-987); WBIS Bristol, Conn., The Bristol Bcstg. Corp. (BR-2171); WHFC Cicero, Ill., WHFC Inc. (BR-559); WHTC Holland, Mich., Holland Bcstg. Co. (BR-2065); KOBE Las Cruces, N. M., The Mesilla Valley Bcstg. Co. (BR-1754); WWSC Glens Falls, N. Y., Great Northern Radio Inc. (BR-1384).

**Application Returned**

**WTSA Brattleboro, Vt., Granite State Bcstg. Corp.**—Modification of license to change name to Tri-State Area Bcstg. Corp. (1450 kc).

**Renewal of License**

WTIC-FM Hartford, Conn., The Travelers Bcstg. Service Corp. (BRH-9); WSTC-FM Stamford, Conn., The Western Connecticut Bcstg. Co. (BRH-73); WHDH-FM Boston, Mass., Matheson Radio Co. (BRH-424); WBET-FM Brockton, Mass., Enterprise Pub. Co. (BRH-204); WBEC-FM Pittsfield, Mass., Western Mass. Bcstg. Co. (BRH-295); WMOU-FM Berlin, N. H., White Mountains Bcstg. Co. Inc. (BRH-725); WTSV-FM Claremont, N. H., Granite State Bcstg. Co. (BRH-90); WMAS-FM Springfield, Mass., WMAS Inc. (BRH-185); WKBR-FM Manchester, N. H., Granite State Bcstg. Co. (BRH-401); WPJB-FM Providence, R. I., Providence Journal Co. (BRH-282).

**Modification of CP**

**KSCU Santa Clara, Calif., The University of Santa Clara, conducted by the President and Board of Trustees of Santa Clara College**—Modification of construction permit (BPED-213) as modified which authorized a new noncommercial educational fm station for extension of completion date (BMPED-272).

**KNXT Hollywood, Calif., Columbia Broadcasting System Inc.**—Mod. of CP (BPCT-793) as mod., which authorized reinstatement of CP for new tv station for extension of completion date to 3-4-54 (BMPCT-1699).

**WTTV Bloomington, Ind., Sarkes Tarzian Inc.**—Mod. of CP (BPCT-184) as mod., which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-1700).

**WOCN Atlantic City, N. J., Matta Enterprises, etc., d/b as Matta Enterprises**—Mod. of CP (BPCT-1457) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-1695).

**KTTS-TV Springfield, Mo., Independent Bcstg. Co.**—Mod. of CP (BPCT-1115) as mod., which authorized new tv station for extension of completion date to 2-7-54 (BMPCT-1696).

**WARD-TV Johnstown, Pa., Rivoli Realty Co.**—Mod. of CP (BPCT-895) as mod., which authorized new tv station for extension of completion date to 7-15-54 (BMPCT-1698).

**KTVE Longview, Tex., Arlington James Henry, tr/as East Texas Television Co.**—Mod. of CP (BPCT-1777) which authorized replacement of expired CP for new tv station for extension of completion date to 6-1-54 (BMPCT-1694).

**KTRE-TV Lufkin, Tex., Forest Capital Bcstg. Co.**—Mod. CP (BPCT-907) as mod., which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-1697).

**KTNT-TV Tacoma, Wash., Tribune Pub. Co.**—Mod. of CP (BPCT-1344) as mod., which authorized new tv station for extension of completion date to 3-15-54 (BMPCT-1691).

**Modification of License**

**WGES Chicago, Ill., John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, William F. Moss, Martha D. Curtis, Mary J. Emmer, Patricia D. Fort and Helen M. Kennedy d/b as Radio Station WGES**—Modification of license to change name to John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, William F. Moss, Martha D. Curtis, Mary J. Winkler, Patricia D. Fort and Helen M. Kennedy d/b as Radio Station WGES (BML-1571).

**WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.**—Modification of construction permit (BP-8893) which authorized new standard broadcast station for approval of antenna, transmitter and studio location as Bell Fork Road, approximately 1 mile Northeast of Jacksonville, N. C. (910 kc) (BMP-6410).

**Renewal of License**

WASK LaFayette, Ind., WFAM Inc. (BR-1178).

**Remote Control**

WIDE Biddeford, Me., Biddeford Bcstg. Corp. (BRC-271); KBMW Wahpeton, N. D., Interstate Bcstg. Corp. (BRC-270).

**Application Returned**

**KALM Thayer, Mo., Robert F. Neathery**—Voluntary assignment of construction permit to Robert F. Neathery and Robert F. Neathery Jr.

**WTVQ Pittsburgh, Pa., Golden Triangle Television Corp.**—Mod. of CP (BPCT-1417 as mod., which authorized a new Comm. TV Bcstg. Station) for extension of completion date (BMPCT-1703).

## January 7 Decisions

**ACTIONS ON MOTIONS**

**By Commissioner Robert E. Lee**

**WBUF-TV Inc., Buffalo, N. Y.**—Referred to the full Commission petition to intervene in proceeding re application of Niagara Frontier Amusement Corp. for a new television station on ch. 2 in Buffalo (Docket 10804, BPCT-1746) Action 1/6.

**By Hearing Examiner J. D. Bond**

**Times-World Corp., Radio Roanoke Inc., Roanoke, Va.**—In order after final hearing conferences recited rulings made and actions taken at all conferences in this proceeding for ch. 7 at Roanoke and ordered that the provisions of this order and the first hearing order shall control the subsequent course of the hearing (BPCT-1056, 1743; Dockets 10655, 10656).

**By Hearing Examiner Elizabeth C. Smith**

**KSGM Ste. Genevieve, Mo., Donze Enterprises Inc.**—Granted petition for continuance of hearing from Jan. 5 to Feb. 8 in proceeding re its application (Docket 10505, BP-8488).

**By Hearing Examiner Claire W. Hardy**

**Petersburg Television Corp., Southside Virginia Telecasting Corp., Petersburg, Va.**—Pursuant to oral request of Chief of the Broadcast Bureau and upon agreement of the parties, ordered that the time for the designation and exchange of points of reliance between applicants be extended from Jan. 8 to Jan. 11, and that the hearing be continued from Jan. 11 to Jan. 14 (Dockets 10737, 10738; BPCT-1772, 1773).

**By Hearing Examiner Basil P. Cooper**

**South Bend Bcstg. Corp., South Bend, Ind.; Michiana Telecasting Corp., Notre Dame, Ind.**—Ordered further hearing in proceeding for ch. 46 on Jan. 11, in Washington, D. C. (Dockets 10534, 10535; BPCT-1012, 1431).

**By Hearing Examiner William G. Butts**

**Southern Tier Radio Service Inc., Binghamton, N. Y.**—By memorandum opinion and order denied motion of December 29 to quash the notice of the taking of depositions filed December 24 by Ottaway Stations Inc., or in the alternative that the scope of examinaion of the prospective deponents be limited, for ch. 40 (Docket 10681, BPCT-892, et al).

**By Commissioner Robert E. Lee**

**McClatchy Bcstg. Co., Sacramento, Calif.**—Granted petition for an extension of time to Jan. 15 to file its reply brief to the exceptions to the initial decision in proceeding for ch. 10 at Sacramento, and to request oral argument (Docket 9013, 10298; BPCT-450, 976).

## FCC Amends Sec. 1.402 (d)

IN ORDER to expedite proceedings subsequent to the issuance of an examiner's initial decision in revocation and cease-and-desist proceedings, FCC has amended Sec. 1.402(d) of its rules to provide for flexibility in the time in which such rulings may become effective or further pleadings filed. The Commission indicated the change would help in cases such as interference to licensed services.

As amended, Sec. 1.402(d) now reads:

Hearings on the matters specified in the order to show cause and the practice and procedure in connection therewith shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of evidence and burden of proof shall be upon the Commission, and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument, less than those specified in Sections 1.853 and 1.854 of the Rules.

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## Help Wanted

**Announcers,** salesmen, 1st, engineers or any combination immediately. Midwest. Box 919A, B•T.

*Managerial*

**General manager** with outstanding record for sales in competitive market. Unusual opportunity for advancement. Box 874A, B•T.

**Assistant manager** who will become manager within a year. Single station market in eastern Pennsylvania. 1 kw day-timer, with excellent staff. Expanding company desires ambitious young man, preferably married with programming, announcing and/or sales background. Position available immediately. Answer with full resume of professional and personal background, recent photograph and tape or disc audition. Box 982A, B•T.

*Salesmen*

**Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.**

**Salesman have opening for aggressive experienced radio salesman network station in important market.** Box 718A, B•T.

**A job** with a future for competent salesman desiring to advance! Established northern Illinois 1,000 watt independent offers guaranteed monthly income $400. against 15 per cent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Personal interview required. Give training, experience, age. Box 856A, B•T.

**Salesman**—experienced, aggressive. Salary and commission. Radio station near New York. Car essential. Box 63C, B•T.

**Sales manager** for Illinois daytimer, single station market, future general manager for demonstrated ability. Experienced, promotion conscious, personable fellow desiring permanency, excellent return for results. Immediate—full details. Box 72C, B•T.

**Salesman:** Single station market with good potential for aggressive man. Give details in first letter; J. L. Brownell, Manager, WENT, Gloversville, N. Y.

**Experienced** radio salesman who knows how to use BAB material and is not afraid of new tv "commission." Salary plus ascending commissions up to 25%. Mail complete background to Robert M. Peebles, WKNY, Kingston, New York.

*Announcers*

**Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.**

**5 kilowatt** am-tv net station in midwest has immediate opening for top quality staff announcer, chance for tv in future send qualifications, disc to Box 908A, B•T.

**Southern Michigan** 1000 watt station needs two announcers immediately. One should be newsman. Previous commercial experience necessary. First letter should state experience and starting salary expected. Good future with a top, live-wire group. Box 983A, B•T.

**CBS station** in large metropolitan area of N. E. Pennsylvania seeks experienced versatile announcer for radio-tv. No drifters. Send detailed resume, references and picture. Box 48C, B•T.

**Minnesota station** wants first class engineer-announcer able to sell time. Good salary plus commission. Box 84C, B•T.

**2 experienced** announcers for 24 hours operation. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana. Ideal working conditions.

**Ambitious** chief engineer-announcer to take over model station, paid vacation, medical benefits, happy crew, housing. We need you. Telephone today KPRK, Livingston, Montana.

## Help Wanted—(Cont'd)

**Announcer.** With restricted ticket. Experienced man only. Music-news-sports. Send full information to: J. L. Brownell, Manager, WENT, Gloversville, N. Y.

**Announcer** with experience for central Michigan independent. WION, Ionia, Michigan.

**5 kw** fulltime station in western Michigan, has opening for 2 good combination men. All applications considered. Call or write, John Hunter, WKNK, Muskegon. Telephone 32-126.

**Midsouth** progressive station needs announcer interested in all phases of radio. Contact Manager, WNLA, Indianola, Mississippi.

**Announcer, DJ.** Some experience preferred but not essential. No tapes or discs. WPAC, Patchogue, N. Y.

**Good air** salesman, experience necessary, excellent opportunity in metropolitan market for right man. Send complete resume and tape to Dick Lawrence, Program Director, WPIK, Alexandria, Virginia.

**1000 watt** daytime needs two first class engineer-announcers. $75. per week to start, excellent working conditions, paid vacations, sick leave. Send tapes (7½ inches per minute) to WTIM, Taylorville, Illinois.

**Experienced** staff announcer who can also do play-by-play sports. Top wages and chance for advancement. Opportunity to sell if you desire. Linder Group, Box 393, Willmar, Minnesota.

**Combination** engineer-announcer wanted for new station going on the air in McCamey, Texas. Must have outstanding announcing ability. Four hundred dollars per month for right man. Send late picture, tape, complete information to Gene Hendryx, Alpine, Texas.

*Technical*

**Assistant chief** engineer. Must have at least ten years radio service work and five years fm broadcast experience. Send full particulars first letter. Write Box 34C, B•T.

**Chief engineer** for major eastern market independant radio station. Excellent opportunity for qualified man with electronical engineering degree and equipment experience. Send resume of background and experience to Box 37C, B•T.

**Cadet engineer** EE, 1st phone recent graduate, with communications or equivalent background. Midwest. Box 65C, B•T.

**Maintenance engineer,** first phone, $300. Wire collect Ken Gilmore, KGBC, Galveston, Texas.

**Combination man,** first phone with car. 5 kw regional $75.00 weekly. Forty hours. Call collect 31336, KJAY, Topeka, Kansas.

**Engineer-announcer.** 1st class ticket. Maintenance and some announcing. Send full information to: J. L. Brownell, Manager, WENT, Gloversville, N. Y.

**First phone** engineer-announcer ready for position as chief. Good opportunity. Apply immediately. WHIT, New Bern, North Carolina, Phone 4450.

**First phone** transmitter operator, WSYB, Rutland, Vermont.

*Production-Programming, Others*

**Am-tv station** needs writer. Versatile idea man familiar with production. Able to write solid selling copy. Send background, data, references, samples to Box 986A, B•T.

**Top midwest** am and tv station wants two top-notch continuity writers—one for tv and one for am with chance to work into tv station in great expansion program with excellent staff and working conditions. Paid vacations, hospitalization free, excellent opportunity for stable, experienced, willing individuals. Send complete info and sample copy in first letter, plus salary requirements. Box 15C, B•T.

## Help Wanted—(Cont'd)

**$60.00-$70.00** per week for 45 hours of good copy writing. Off from noon every Saturday until 8:00 A.M. each Monday. Medium size downstate Illinois city. Send copy samples and references. Box 93C, B•T.

**Am-tv** station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Opportunity to work into tv. Well paying position with regular salary increases. Three weeks paid vacation. Send samples, data, references to Box 99C, B•T.

**Traffic director** with bookkeeping experience. Voice for air work, but not necessary. Send full information to: J. L. Brownell, Manager, WENT, Gloversville, N. Y.

**Commercial copywriter,** or writer-announcer, write or call John Wilson, WFLO, Farmville, Virginia.

**Newsman,** experienced, reporting and writing news. 40 miles from New York. Attractive salary. WLNA, Box 188, Peekskill, New York.

## Television

*Salesmen*

**Need experienced** tv salesman excellent opportunity for real producer. Box 719A, B•T.

**Excellent** opportunity for aggressive television salesman in midwest market of half million. Sales manager potential wire or write Box 36C, B•T.

**Outstanding vhf** installation seven months old has opening for experienced hard working tv salesman. Unusal opportunity. Exclusive territory. Contact Richard Nason, Manager, WBKZ-TV, Battle Creek, Michigan.

*Technical*

**RCA tv** studio camera control operator. Must have at least two years commercial experience. Send full particulars first letter. Write Box 35C, B•T.

**Microwave**-vhf maintenance, 1st phone preferred, two years communications or equivalent experience required. Midwest, must be available 24 hours daily and willing to be away from home part of every week. Box 64C, B•T.

*Production-Programming, Others*

**Continuity writer,** progressive, expanding tv station in major West Virginia market needs capable continuity chief. Send full particulars, photo, sample copy first letter. Box 86C, B•T.

**Tv director.** Top commercial station in major midwest market has opening for director with ability and experience in all phases of directing television programs. Replies will be held in strict confidence. Write in detail to Box 94C, B•T.

## Situations Wanted

*Managerial*

**Available** as general manager or commercial manager am station. Prefer large market if possible. Willing to discuss any offers. Contact H. Tom Morris, P. O. Box 212, Siler City, North Carolina.

**Successful manager** with solid management and sales experience, regional, national and local. Presently, past several years general manager outstanding regional affiliate. Seeking station with television possibilities, management and/or sales. Mature, family man with best local and industry references. Box 42C, B•T.

**Manager.** Bottom to top background all phases of radio. Extensive experience. Strong on sales. Don't want desk job. Can move now. Make offer. Had station in south and north. Box 44C, B•T.

**Manager**—available due to tv merger. 18 years broadcasting experience, managerial since 1946. You have never seen finer references. Sales, programming, promotion, FCC matters all handled expertly. Dependable family man desiring permanency. Experienced both network and independent, interested any size market in any area where imagination, showmanship, loyalty and hard work will pay off. Don't pass this up because you think I'd be too high-priced; reasonable salary plus incentive will buy topnotch management. Box 68C, B•T.

**Manager** with twenty years in radio seeks management of established outlet, or will get new station on the air with both administrative and technical know-how. Box 85C, B•T.

## Situations Wanted—(Cont'd)

**Manager** for small station or television sales. Eight years radio, small and large markets. Presently commercial-manager CBS affiliate. Box 95C, B•T.

**Station manager** with ability to operate successful station is looking for real opportunity to produce. Highly experienced in sales, program and general operational duties. Not afraid of tv or radio competition in good market. Contact Box 98C, B•T.

### *Salesmen*

**Sports** director-salesman, top record, recommendations. Seeks position with future, as either or combination, with reliable radio or television operation. Box 32C, B•T.

**Two years** experience with topnotch New England network radio station. Presently employed. Idea man, ambitious. Also strong on copy. College graduate. Wish to locate around Boston. Box 33C, B•T.

**Experienced** salesman 15 years in radio. Sales strong point. 250 to 5,000, daytime, indies, network. Prefer midwest. Single, available first of year. Like to work. Believe in long-term contracts. Shall accept first good offer, this month. Box 53C, B•T.

**Commercial manager**-salesman with long and successful record would like to change location and join progressive station staff. Write Box 97C, B•T.

### *Announcers*

**Young reliable** negro DJ. Experience, operate board, produce, tape, references. Box 991A, B•T.

**Announcer, some experience**; broadcasting school graduate, can write copy; available immediately. Box 2C, B•T.

**Announcer:** Disc jockey and newscaster. Broadcasting school graduate! Very conscientious and dependable. Korean veteran, single, will travel! Record on request! Box 30C, B•T.

**News.** Mature, experienced newsman desires to relocate with established radio and/or tv station. Not a legman but experienced news editor, writing and delivering several newscasts daily. Can evaluate and analyze local, national and world news. Pleasant, distinctive voice. Good public speaker, active in civic affairs. Can send tape and photo immediately. Box 38C, B•T.

**Live wire** morning man. Friendly manner. Four years experience. Also news and sports. Veteran. Married. Desire permanent location. Box 40C, B•T.

**Announcer;** news, sports specialist, 13 years background. Desires position northeast. Box 43C, B•T.

**Singing DJ;** sportscaster. Can also write and produce. Currently employed. Seeks position with Pacific Coast station. References. Box 45C, B•T.

**Experienced announcer.** Control board operator. Strong news. DJ ad-lib. Prefer eastern seaboard area. Box 49C, B•T.

**Staff announcer,** over three years experience, knows board work, presently in east but prefers Texas. Box 50C, B•T.

**Steady,** pleasing voice, excellent radio college education. Little experience most phases radio, some tv production. Interests news and farm. Consider selling. Prefer west, southwest, northwest. Box 51C, B•T.

**Announcer,** 3½ years experience, first class ticket desires good staff or DJ spot. Box 58C, B•T.

**Ten years** radio-tv sportscasting. Strong on all play-by-play sports, commercials. Now employed tv sports director large competitive midwest tv market. Looking for radio or tv outlet strong in sports coverage. Soon-to-be married. Box 70C, B•T.

**Top flight** sportscaster, deejay, newscaster. Presently employed, desires better pay. Permanent position. Sports situation. Highest references. Athlete background, education, veteran. Family. Box 75C, B•T.

**Announcer.** Limited experience, high potential. Good baritone voice, station staff, news, sports, commerecials. Capable, reliable, married, travel for permanent connection. Box 77C, B•T.

**Experienced** play-by-play announcer desires position with sports minded station. Top references. Married. Veteran. Box 78C, B•T.

**Announcer.** Relaxed DJ, news. Employed top rated indie midsouth city 250,000. Seeks northeast location. College graduate, 25, veteran. Box 83C, B•T.

## Situations Wanted—(Cont'd)

**Announcer**—strong DJ, news, sports, good ad-lib. Single. Will travel. Tapes, resume, request. Box 88C, B•T.

**Announcer**—26. DJ play-by-play sports, news, control board. Married. Available immediately. Box 89C, B•T.

**Announcer**-first phone, all around man but accent DJ. Interested in sales work also. Prefer California. Will appear for interview. Box 92C, B•T.

**Alert announcer,** light experience, strong DJ, news, sports, board, single, third class ticket. Disc, tape available now. Box 100C, B•T.

**Hard working** announcer light experience. Strong DJ, news, sports, board, third class ticket, available now, disc, tape. Box 101C, B•T.

**Announcer DJ,** good resonant voice. Limited experience with plenty of ambition and potential. Top references, will travel. Married, resume, tape upon request. Box 102C, B•T.

**Ex-BBC announcer**—2 years American experience. Outstanding personality voice but not veddy veddy Bridish. Can run board, sales experience. Box 104C, B•T.

**Young,** sober, exempt, experienced. Recent east indie station. News, DJ, board, available immediately. Tape, resume. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey. HO. 4-9976.

**Announcer,** news, DJ, commercial. Veteran, will travel. Disc on request. T. P. Drew, 2300 Sawyer, Chicago, Illinois.

**Conscientious staff** announcer. College graduate, some experience. Operate board. Married, available immediately, consider any location. David Hall, 101 Ellis, Ashland, Wisconsin. Phone 187-W.

**Announcer** control board operator, reliable. Limited experience, desires station staff connection. News-DJ, strong on commercials. Single, draft exempt. Available immediately. Resume, tape, references. Tom Jeffreys, 31-38 29 Street, Astoria, N. Y.

**Announcer,** DJ, recent Cambridge graduate. Single, ambitious, personality, love music, tape. Joseph Marting, 1140 St. Johns Place, Brooklyn 13, New York.

**Hillbilly DJ,** excellent voice, personality, salesmanship, thorough knowledge country music. Number one references. No other like him. Don Owens, 704 Gilbert St., Takoma Park, Maryland. Juniper 9-1120.

**Announcer-newscaster** original DJ, 27, smooth commercials, sober, reliable. Limited experience. Varied background assures strong staff potential. Travel, resume, tape. Jim Pietsch, Pietsch's Gardens, Peach Lake, Brewsters, N. Y.

**Announcer:** commercials, news, DJ, sports, board, resonant, mature voice, veteran, married, third ticket, sales interest. Will travel, tape. Fred Ross, 289 Empire Bldg., Brooklyn, New York, President 3-0549.

**Announcer,** experienced all phases. Interested sales. Prefer east. Tape, data on request. John Steger, 119-10, 235th Street, Cambria Heights, Long Island 11, New York. Laurelton 8-6515.

**Experienced newscaster,** vet, sober, now employed, family, prefer network station in southwest, best references, Ed Williams, KDLK, Del Rio, Texas.

**Want baseball,** college sports situation. Now covering Big Ten. Also experienced, news, music. College graduate. Available late February. Bob Zenner, WSIU, Iowa City, Iowa.

**Desire sports** announcing. Minor league baseball, university basketball and football, five years experience, university journalism graduate. Family man. 7301 Marty Drive, Overland Park, Kansas.

**Announcer writer,** heavy copy, DJ, race, pop, sports, news gathering, 26, well traveled, car, furniture. 1115 Sixteenth, Port Arthur, Texas. 3-2482.

### *Technical*

**Due to** corporate change, chief engineer with combo experience, immediately available. Northwest preferred. Box 62C, B•T.

**Engineer,** six years experience, first phone. Available immediately. Prefer southeast. Box 73C, B•T.

## Situations Wanted—(Cont'd)

**First phone** ticket. Experienced. Colored. Available January 18th. J. Allen, Box 374, Laurinburg, N. C.

### *Production-Programming, Others*

**Newscaster,** editor, analyst, writer. Tops on local news. Married. Years of experience, radio, theatre. Prefer northeast, radio or tv. Box 46C, B•T.

**Newsman.** Six years radio, BA degree, wants fulltime news; now DJ-news combination. State salary. Box 55C, B•T.

**Newswriter,** 17 months radio-television, newspaper experience; journalism degree, veteran, 30. Box 59C, B•T.

**College graduate,** now announcing, desires position in music station, preferably classical but taste versatile. Married, conscientious. Consider any offer and location. Box 60C, B•T.

**Experienced** male copywriter seeks challenging position. Presently employed; present salary $280. Prefer position with advertising agency in north central or northeastern U. S. Capable, reliable. Can write copy that sells. Box 61C, B•T.

**News editor**—experienced gathering, writing, editing, broadcasting news. Journalism BS, area U.P. correspondent, veteran, family man. Presently employed, but dead-ended promotion-wise. Seek radio/tv employment in news capacity. Box 66C, B•T.

**Continuity man** desires position. Prefer Florida. Good radio background. Limited tv. Box 74C, B•T.

**Experienced woman;** tv-radio traffic, continuity, programming manager. South preferred. Desires permanent position. Write 76C, B•T.

**Producer-director.** 3 years NBC O&O-am. 1 year 50 kw independent, 2 years agency, publicity, etc. 25, single, 4-F. Want am and/or tv. Box 90C, B•T.

**News** or production position desired by man experienced in newspaper and advertising fields. Two years college, 26. Ray Griffin, 1515 W. Monroe, Chicago 7, Illinois.

**Farm director,** now featured on 18 programs per week. B.S. in agricultural journalism and technical agricultural. Married. Member NATRFD. Want permanent post with 5 kw or larger station or tv. Box 213, Beaver Dam, Wisconsin.

# Television

**Who will** open the door of television for intelligent, imaginative, seasoned broadcasting executive? Nearly two decades experience all phases radio, eight years manager. Extensive academic preparation for tv plus management part-time uhf for brief period. Finest of references. Married, 35, three youngsters. Any area in any capacity. Available due tv merger. Much to offer to compensate for limited tv experience. Immediately available. Box 67C, B•T.

### *Managerial*

**Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunities to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.**

**General** or commercial manager. Background includes five years of vhf-uhf sales and administrative experience gained in three of country's top competitive markets. Have thorough knowledge of requirements necessary to establish a successful operation. Record and references excellent. Box 1C, B•T.

**Nationally** known general manager tv operation small market in black wants larger market station, CP or operating. Good management and sales record. Thorough knowledge costs, staff, network affiliations, etc. For interview Box 5C, B•T.

**Manager experienced** in launching successful vhf station plus solid background in tv, radio, ad agency. Excellent contacts coast to coast. Mature, married. Box 81C, B•T.

### *Salesmen*

**Here's a** good salesman not hard to find. Resigned G.M. job midwest NBC station 14 months ago. Now with industry, want back in radio sales/management or tv sales. Experienced all phases. Age 31, married, family, best references, present earnings $7,540. Let's talk it over. Box 4C, B•T.

*(Continued on next page)*

## Situations Wanted (Cont'd)

**Account executive**—15 years experience selling radio and television in highly competitive metropolitan markets. Wants to represent television film producer or distributor with acceptable film product. Chicago and midwest markets preferred. Wide sponsor contacts. Box 96C, B•T.

*Announcers*

**Announcer** available, will assist in training tv CP'ers all phases station operation. Box 69C, B•T.

*Technical*

**Holder** first-fone, am experience, wants tv control work with future. Box 39C, B•T.

**Tv workshop** graduate, studio technician thoroughly trained at camera, video, remotes and film. Draft exempted. Will relocate. Resume on request. Box 31C, B•T.

*Production-Programming, Others*

**Film director.** Can handle complete film room operations, buying, editing, can train others. Am also top projectionist. 6 years in film industry. Now employed, seeks live wire operation. Box 47C, B•T.

**News commentary** type-air personality. Mature world traveler with international background who knows radio and television programming from experience. This man has the "man of distinction" appearance. Has developed his own radio and tv show formats. Excellent public relations personality and engaging public speaker. Will give your programming distinctive flavor which cannot be duplicated locally or by the networks. Unimpeachable references. His services will fit a modest budget. Box 71C, B•T.

**Tv** producer-director interested in relocating in southwest. Five years actual tv experience, all phases, film director, program director, etc. Presently employed, best references. Box 82C, B•T.

## For Sale

*Stations*

**Rocky Mountain.** Indie. 250 watt. Bills $65,000. Asking $42,500. Box 41C, B•T.

**1 kw** exclusive. Upper midwest yearly gross $52,000. Asking $40,000. Box 79C, B•T.

**Going station**—all or part for sale. Near New York market. Box 87C, B•T.

*Equipment, etc.*

**General Electric** 3 kw fm transmitter, 4-bay GE fm antenna, 1⅝ inch transmission line, Isocoupler. All good condition. Will sell all or separately. Bargain. Contact Box 54C, B•T.

**Slightly used** 3 complete RCA Universal pickup kits, M1-4875-G also two extra RCA Universal pickup heads. 50% RCA price, KNEA, Jonesboro, Arkansas.

**UTC 3AX** Universal equalizer like new. First $150. takes it. Box 729, Glendale, Calif.

**Gates model** 31-B. Console with power supply. In good condition. A bargain at $500. KTRY, Bastrop, La.

**For sale!** Federal 10 kw fm transmitter; Collins 2 channel console; 4 Fairchild turntables with V/L arms; Collins limiter; miscellaneous racks, patching and equalizers; 3⅛" coax, fittings and isocoupler. Chief Engineer, WCSI, Columbus, Indiana.

**Tower for sale.** Bargain for immediate sale, Truscon tower 360 foot, type D-30, triangular, self-supporting. with lighting system. $5,000. You dismantle. Also BTF-10B 10 kw fm transmitter, RCA 4-section pylon, 4-ring Collins antenna and 400 ft. 3⅛" transmission line. Wire or write Station WGH, Newport News, Va.

**Cream of Wit** classifies 6,000 laughs alphabetically. Publisher, Sebring, Florida, or bookstores, $3.50.

**Commercial crystals** and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

**Best offer, 240 ft. Truscon self-supporting tower,** type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

**Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.**

## Wanted to Buy

*Stations*

**Station owner** with years of successful broadcasting experience, wishes to buy all or control of medium or small market station in southeast. All responses will be held in strict confidence. Box 56C, B•T.

**Small town** am station. Please give full particulars first letter. Box 57C, B•T.

*Equipment, etc.*

**Former fm** operators: take tax loss; sell us your station's equipment. We'll both save money. Will pay up to $1,000. for right package. Send complete list. Box 80C, B•T.

**One Andrews** side mount four bay multi-V fm antenna for 88.1 megacycles. If interested, reply immediately to Vernon McKown, New Albany City Schools, New Albany, Indiana.

**Am transmitter** 250, 1,000 or 5,000. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

## Miscellaneous

**FCC operator** license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

## Help Wanted

**There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.**

*Salesmen*

## LIVE WIRE TIME SALESMAN

If you are a young live wire time salesman how would you like to join up with a progressive organization now operating 4 successful am stations? We are interested in an aggressive man who is a real competitor and wants to get ahead by hard work. You will be working in the largest market in the south under the supervision of a skilled radio sales manager. We will guarantee you $350. monthly, expenses, a percentage of your sales, and a yearly bonus. If you do a good job you will have an opportunity to move up in our rapidly expanding organization. Unless you are a real salesman and can produce results, don't apply. Send complete details, including past sales figures, references and photo.

Box 106C, B•T

## HONOLULU, HAWAII!

Nation's 44th city market needs experienced TV or radio time salesman with proven sales record for KULA-AM, Hawaii's most powerful station and KULA-TV channel 4 (on air March 1st). This is a permanent position, offering the finest year round climate, and excellent earning possibilities of over $10,000. a year. Also opportunity for later sales management in expanding operation. This is a market of 500,000 with highest per family income in nation. Man we are looking for is between 25-35; is presently top salesman at his station; and is earning between $8,000. to $10,000. in market of approximately 250,000 to 500,000 and knows retail sales inside and out.

Write immediately to H. B. Larue, General Sales Manager, KULA—KULA-TV, Honolulu, Hawaii. Send full resume first letter and picture. Will be able to interview personally in January mainland trip.

## Help Wanted—(Cont'd)

*Announcers*

## TOP HILLBILLY DISC JOCKEY

Only top rated men need apply. This is a position in a tough competitive market requiring a versatile man who knows western and hillbilly music. Must have originality, humor and that certain touch which appeals to the common folk. Must be able to hit a commercial hard and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooper rating. You can earn big money if you have what we want. You will be paid a base salary, talent, commissions and a bonus. You'll have an opportunity to hit the nearby towns for personal appearances. If you are wide awake and have a keen fresh approach and want to work on a 5 kw fulltime independent in a top Texas market of over 600,000 this is your big chance. You'll be supported with promotion and advertising. If you can play a guitar and sing your opportunity is even greater. Write full and complete details including photo but no disc. If we are interested you'll hear from us.

Box 105C, B•T

## NEGRO DJ'S EARN MORE MONEY

HOW WOULD YOU LIKE TO JOIN A SUCCESSFUL ORGANIZATION WITH A LONG RECORD OF HIGH PAY AND FAIR TREATMENT TO ITS NATIONALLY FAMOUS NEGRO DISC JOCKEYS. WE ARE EXPANDING OUR ORGANIZATION AND REQUIRE THE FOLLOWING:

1. Negro frantic type, blues and jive.
2. Negro spiritual and gospel smooth type.
3. Negro blues singer, guitar player, showman.
4. Negro woman for spiritual gospel and homemaker show. Good personality.

IF YOU ARE THE RIGHT PERSON YOU WILL BE HEAVILY PROMOTED ON A NATIONAL LEVEL. GOOD BASE PAY, TALENT, COMMISSIONS, AND YEARLY BONUS. WRITE FULL DETAILS, EDUCATION, EXPERIENCE, AND SEND DISC AND PHOTO.

APPLY BOX 107C, B•T

## TOPFLIGHT NEWS ANNOUNCER

. . . who can edit, write, to ultimately direct news operation of big city radio station. Salary open. If you are steady and looking for that big chance with one of the country's leading news stations, send tape and resume to P. O. Box 218, Cleveland, Ohio.

*Production-Programming, Others*

ASSISTANT RESEARCH PROMOTION DIRECTOR

in New York office of leading television network. Needs basic knowledge of radio and television research techniques with ability to write and deliver sales presentations. Salary $125. per week. Write Box B•T 687, 221 W. 41st St., N. Y. 36, N. Y.

## Help Wanted—(Cont'd)

### RADIO-TV WRITER

to handle scripts, arrange science programs for New York public relations office; some knowledge of science essential. American Chemical Society, News Service, 60 East 42nd St., New York 17, N. Y.

## Television

*Announcers*

**WANTED**

### TV ANNOUNCER

**Mature, experienced**

The man we want is ready to settle down. Furnish tape, photo, kine or film if available. Good salary, but send your salary requirements.

**Live and work in Beautiful Colorado Springs**

*Write today to Pgm. Dir.*

KKTV, Colorado Springs, Colo.

*Technical*

College graduate. Radio engineer with knowledge and experience in tv for uhf lisensee. Excellent opportunity for thoroughly trained and competent young man. Give step-by-step story of record, references and starting salary expected. This position is open at once. Station is being constructed immediately. Box 103C, B.T.

## Situations Wanted

*Salesmen*

If you are interested in an experienced reliable, sales-promotion man, and you have something good to offer, perhaps we could get together. I would appreciate any details that you would care to write that could lead to a personal discussion. Am presently employed—have excellent reason for desiring change. $500 minimum. Box 52C, B.T.

**AM NUMBER 1 SALESMAN**
**50 KW NETWORK STATION**
**ONE OF TOP 5 MARKETS**

**RESPONSIBLE FOR 27% OF STATION'S BILLING**
**REP EXPERIENCE SELLING ALL MAJOR MARKETS**

**MANAGEMENT EXPERIENCE**
**GOOD PROGRAMMING BACKGROUND**
**32 YEARS OLD, MARRIED**
**WANT TO LOCATE IN SALES-MANAGEMENT POSITION WITH COMBINED AM-TV OPERATION IN SUBSTANTIAL MARKET**
**BOX 91C, B.T.**

## Situations Wanted—(Cont'd)

*Production-Programming, Others*

### PROGRAM MANAGER

Ground Floor to Penthouse . . . trained in local and net operation . . . Qualified by experience to handle any job in the house. Have recently assembled one operation. Want a change in climate and deal. Box 109C, B.T.

## Television

**Managerial**

### TV GENERAL MANAGER AVAILABLE

Have sold my interest in major TV station and am resigning as General Manager, March 1. Family man in early 40's with over 20 years' broadcasting experience. Excellent administrator. Top sales record. National reputation. For interview, write Box 110C, B•T.

*Production-Programming, Others*

### PROGRAM DIRECTOR

As a general manager I believe that this man whom we hired as tv program director but cannot use, due to a change in tv plans, deserves highest possible recommendations. He has been PD at an eastern vhf station for four years. Creative writer and director, popular on-air personality. Expert in community relations. Radio, newspaper background. Available for immediate interview. Write me for further information. I'm general manager of a successful am property. Box 3C, B•T.

## For Sale

*Stations*

**FOR IMMEDIATE SALE DUE TO TV MERGER**
**Very desirable full-time wide coverage low frequency AM station in 3-station Middle Western market, having in excess of 100,000 population in the metropolitan area. Grossing $175,000. annually with attractive net earnings.**

**WIRE OR WRITE TO BOX 864A, B•T.**

ANNOUNCING THE OPENING

OF A BROKERAGE OFFICE

IN THE SOUTH

TO SERVE THE SOUTH

PAUL H. CHAPMAN

RADIO AND TELEVISION STATION BROKER

401 GEORGIA SAVINGS BANK BUILDING

84 PEACHTREE STREET N. W.

ATLANTA, GEORGIA

LAMAR 2036

LISTINGS AND INQUIRIES INVITED

## For Sale—(Cont'd)

*Equipment, etc.*

**TOWER FOR SALE**

We have a Truscon 286 foot Type D-30, triangular, self-supporting non-insulated radio tower. It's dismantled, and is in excellent shape. Lighting included. Here's a chance to save some real money. Contact Chief Engineer, WFBR, Baltimore, Maryland.

**NEW TESTED PROGRAM PLAN**
will sell one to three strips across board to flour, meal and coffee accounts or other food products. Gets products distribution and consumer acceptance and sells carloads in few weeks using radio alone. Send $25.00 check, Joe T. Van Sandt, President, Florence Broadcasting Company, Box 137, Florence, Alabama.

# FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including:
2 sets of crystals,
1 set of operating tubes, filterplexer, and
1 TTC-1B Control Console.
1 RCA TFU-24BMS Antenna, 10 kw, gain 24.
1 RF load & wattmeter.
Equipment now tuned for Channel 36.
Complete package can be tuned from Channels 31-50.
Available around January 1, 1954.
We can save you money on this equipment which has been in operation since October 25, and which is up for sale because we are installing a twelve kilowatt transmitter.
Call or write KSTM-TV, St. Louis for details.

## Employment Services

**BROADCASTERS**
**EXECUTIVE PLACEMENT SERVICE**
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
*TV & Radio Management Consultants*
708 Bond Bldg., Washington 5, D. C.

**PERSONNEL PROBLEMS?**
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
**Griffin & Culver Personnel (Agency)**
280 Madison Ave., New York, N. Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
*Resumes welcomed from qualified people.*

## Miscellaneous

THE BEST IN COMPLETE
**ERECTION OF TOWERS**
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
**J. M. HAMILTON & COMPANY**
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

# "Big Mo"

## 275,000 Watts
## Non-Directional E. R. P.

Now being poured in to the close-in metropolitan area to fill all nulls and to give super power reception to apartment houses, tall buildings, etc. in all directions. 214,000 watts E. R. P. now beamed to the surrounding area.

Power-Packed "Big Mo" is a Big Value Buy Because:

600-foot Tower Centrally Located

Near Forest Park IN St. Louis

ABC-CBS Network Shows

*Phone, wire or write*

**H-R TELEVISION INC.** NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

# KSTM TV

CHANNEL 36 SAINT LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

# TELESTATUS®

Jan. 18, 1954

## Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

**ALABAMA**

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Tv Spot Sls.; 225,000
► WBRC-TV (6) NBC; Raymer; 184,300
*WJLN-TV (48), 12/10/52—Unknown*
*WSGN-TV (42), 12/18/52—Unknown*

Decatur—
*WMLS-TV (23) 12/26/52-2/1/54*

Mobile—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 39,900
► WKAB-TV (48) CBS, DuM; Forjoe; 44,850

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Taylor; 20,100
*Montgomery Bcstg. Co. (12), Initial Decision 10/7/53*

**ARIZONA**

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 78,000

Phoenix—
► KOOL-TV (10) Hollingbery; 78,000
► KOY-TV (19) Blair; 78,000
► KPHO-TV (5) ABC, CBS, DuM; Katz; 78,000

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 18,100
► KVOA-TV (4) NBC; Raymer; 18,100

Yuma—
► KIVA (11) DuM; Grant; 17,900

**ARKANSAS**

Fort Smith—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Little Rock—
*KARK-TV (4) NBC; Petry; 6/18/53-4/1/54*
*KETV (23), 10/30/53-Unknown*
► KRTV (17) CBS, DuM; 51,000

Pine Bluff—
► KATV (7) Avery-Knodel

**CALIFORNIA**

Bakersfield—
► KERO-TV (10) CBS, NBC; Avery-Knodel; 74,925
► KAFY-TV (29) ABC, DuM; Forjoe; 49,600

Berkeley (San Francisco)—
*KQED (*9), 7/24/53-January '54*

Chico—
► KHSL-TV (12) CBS, NBC; Grant; 27,840

Corona—
*KCOA (52), 9/16/53-Unknown*

Eureka—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair

Fresno—
*KBID-TV (53) Meeker; 8/12/53-January '54*
► KJEO-TV (47) ABC; Hollingbery; 81,850
► KMJ-TV (24) CBS, NBC; Raymer; 79,147

Los Angeles—
*KBIC-TV (22), 12/10/52-Spring '54*
► KECA-TV (7) ABC; Petry; 1,734,582
► KHJ-TV (9) H-R; 1,734,582
► KLAC-TV (13) Katz; 1,734,582
► KNBH (4) NBC; NBC Tv Spot Sls.: 1,734,582
► KNXT (2) CBS; CBS Spot Sls.; 1,734,582
► KTLA (5) ABC; Raymer; 1,734,582
► KTTV (11) DuM; Blair; 1,734,582
► KTHE (*28)

Merced—
*KMER (34), 9/16/53-Unknown*

Monterey—
► KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
*KBIE-TV (46) 6/26/53-Spring '54*
► KCCC-TV (40) 40,000
*McClatchy Bcstg. Co. (10), Initial Decision 11/6/53*

Salinas—
► KSBW-TV (8) CBS, NBC; Hollingbery; 190,212

San Bernardino—
*KITO-TV (18), 11/6/52-Unknown*
*Orange Belt Telecasters (30), Initial Decision 9/18/53*

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
*Elliot Cushman (21), 12/23/53-Unknown*

San Francisco—
*KBAY-TV (20), 3/11/53-February '54 (granted STA Sept. 15)*
► KGO-TV (7) ABC; Petry; 812,150
► KPIX (5) CBS, DuM; Katz; 812,150
► KRON-TV (4) NBC; Free & Peters; 812,150
*KSAN-TV (32) McGillvra; 4/29/53-2/15/54*

San Jose—
*KVIE (48), 6/17/53-October '54*
*Standard Radio & Tv Co. (11), Initial Decision 11/18/53*

San Luis Obispo—
► KVEC-TV (6) DuM; Grant; 60,568

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827

Stockton—
► KTVU (36) Hollingbery

Tulare (Fresno)—
KCOK-TV (27) DuM; Forjoe; 95,000

Yuba City—
*KAGR-TV (52), 3/11/53-Unkonwn*

**COLORADO**

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 37,604
► KRDO-TV (13) NBC; McGillvra; 31,000

Denver—
► KBTV (9) ABC, CBS; Free & Peters; 180,825
*KDEN (26), 7/11/53-Unknown*
► KFEL-TV (2) NBC; Blair; 180,825
► KLZ-TV (7) CBS; Katz; 180,825
► KOA-TV (4) NBC; Petry; 180,825
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction—
*KFXJ-TV (5) Holman; 3/26/53-May '54*

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,000
► KDZA-TV (3) McGillvra; 40,000

**CONNECTICUT**

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 50,117
*WSJL (49), 8/14/52-Unknown*

Hartford—
*WEDH (*24), 1/29/53-Unknown*
*WGTH-TV (18), 10/21/53-Unknown*

New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 137,063

New Haven—
*WELI-TV (59), H-R; 6/24/53-Summer '54*
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 635,190
*WNLC-TV (26) 12/31/52-Unknown*

Norwich—
*WCTN (*63), 1/29/53-Unknown*

Stamford—
*WSTF (27), 5/27/53-Unknown*

Waterbury—
► WATR-TV (53) ABC, DuM; Rambeau; 94,500

**DELAWARE**

Dover—
*WHRN (40), 3/11/53-Unknown*

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 184,762
*WILM-TV (83), 10/14/53-Unknown*

**DISTRICT OF COLUMBIA**

Washington—
► WMAL-TV (7) ABC; Katz; 580,000
► WNBW (4) NBC; NBC Spot Sls.; 581,373
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000

**FLORIDA**

Clearwater—
*Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54*

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) DuM; Taylor

Fort Myers—
*WINK (11) Weed; 3/11/53-2/1/54*

Jacksonville—
► WJHP-TV (36) Perry
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 194,340
*WOBS-TV (30) Stars National; 8/12/53-April '54*

**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**

now there are 401,000 sets in WFBM-TV's coverage area
. . . and the audience is growing every day. Put your sales message on Channel 6.
Represented nationally by The Katz Agency
WFBM-TV
INDIANAPOLIS
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD AM & TV, Grand Rapids

KHQA-TV 7

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 90,223 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower 886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM



Miami—
*WMIE-TV (27), 12/2/53-Unknown*
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 226,000
*Miami-Biscayne Tv Corp. (33), 12/9/53-Unknown*

Orlando—
*WDBO-TV (6) CBS; Blair; 10/14/53-April '54*

Panama City—
► WJDM (7) CBS; Hollingbery

Pensacola—
*WEAR-TV (3) ABC; Hollingbery; 6/3/53-January '54*
► WPFA (15) CBS, DuM; Young

St. Petersburg—
*WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000*

Tampa—
*Tampa Times Co. (13), Initial Decision 11/30/53*
*WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-Early '54*

West Palm Beach—
► WIRK-TV (21) Weed; 18,532
*WJNO-TV (5), 11/4/53-6/1/54*

**GEORGIA**

Albany—
*Herald Pub. Co. (10) Burn-Smith; 1/13/54-6/1/54*

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 330,000
► WLWA (11) ABC, DuM; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 330,000
*WQXI-TV (36), 11/19/53-Summer '54*

Augusta—
► WJBF-TV (6) ABC, NBC; Hollingbery; 40,800
*WRDW-TV (12) CBS; Headley-Reed; 9/16/53-2/1/54*

Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 16,500
► WRBL-TV (4)

Macon—
► WETV (47) ABC, NBC; Headley-Reed; 24,544
► WMAZ-TV (13) CBS, DuM; Katz; 60,000

Rome—
► WROM-TV (9) Weed; 75,500

Savannah—
*WTOC-TV (11) CBS; Katz; 6/26/53-2/1/54*

Thomasville—
*WCTV (6), 12/23/53-Unknown*

Valdosta—
*WGOV-TV (37) Stars National; 2/26/53-February '54*

**IDAHO**

Boise—
► KIDO-TV (7) CBS, NBC, DuM; Blair; 17,800
*KTVI (9) ABC; Hollingbery; 1/15/53-October '54*

Idaho Falls—
► KID-TV (3) CBS, NBC; Petry; 7,500
*KIFT (8) ABC; Hollingbery; 2/26/53-April '54*

Meridian (Boise)—
► KBOI (2) 22,675

Nampa—
*KFXD-TV (6) Hollingbery; 3/11/53-Unknown*

Pocatello—
*KISJ (6) CBS; 2/26/53-November '54*
*KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54*

Twin Falls—
*KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54*

**ILLINOIS**

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 165,000

Bloomington—
► WBLN (15) McGillvra

Champaign—
► WCIA (3) Hollingbery; 240,000
*WCUI (21), 7/22/53-Unknown*
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,800,000
► WBKB (7) ABC; Blair; 1,800,000
► WGN-TV (9) DuM; Hollingbery; 1,800,000
*WHFC-TV (26), 1/8/53-Unknown*
*WIND-TV (20), 3/9/53-Unknown*
► WNBQ (5) NBC; NBC Spot Sls.; 1,800,000
*Chicago Educational Tv Assn. (*11), 11/5/53-Unknown*

Danville—
► WDAN-TV (24) Everett-McKinney

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 127,500

Evanston—
*WTLE (32), 8/12/53-Unknown*

Harrisburg—
► WSIL-TV (22)

Joliet—
*WJOL-TV (48), 8/21/53-Unknown*

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 115,538
► WTVH-TV (19) Petry; 106,405

Quincy—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 90,200

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 140,025
► WTVO (39) CBS, NBC, DuM; Weed; 56,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361

Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

**INDIANA**

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040

Elkhart—
*WSJV (52) H-R; 6/3/53-3/1/54*

Evansville—
► WFIE (62) Taylor; 30,000

Fort Wayne—
► WJKG-TV (33) NBC; Raymer; 40,531
*Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53*

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 401,000
*WJRE (26), 3/26/53-Unknown*
*WNES (67), 3/26/53-Unknown*
*Universal Bcstg. Co. (8), Bolling; Initial Decision 12/7/53-7/1/54*

LaFayette—
► WFAM-TV (59) Rambeau; 40,320

Marion—
*WMRI-TV (29), 3/11/53-Unknown*

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 54,230

Princeton—
► WRAY-TV (52) Walker; 25,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 91,462

Terre Haute—
*WTHI-TV (10), 10/7/53-Unknown*

Waterloo—
*WINT (15) 4/6/53-3/1/54*

**IOWA**

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 161,946

Cedar Rapids—
*KEYC (20), 7/30/53-Unknown*
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 195,000

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361

Des Moines—
► KGTV (17) Hollingbery; 29,424
*WHO-TV (13), 9/2/53-Spring '54*

Fort Dodge—
► KQTV (21) Pearson; 40,000

Mason City—
*KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54*

Sioux City—
*KCTV (36), 10/30/52-Unknown*
► KVTV (9) CBS, NBC, DuM; Katz; 80,000
*KCOM Bcstg. Co. (4), Initial Decision 1/7/54*

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed

**KANSAS**

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 80,382

Manhattan—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg—
► KOAM-TV (7) CBS, NBC, DuM; Katz

Topeka—
*KTKA (42), 11/5/53-Unknown*
► WIBW-TV (13) CBS; Capper Sls.; 43,978

Wichita—
*KAKE Bcstg. Co. (10), Initial Decision 10/30/53*
► KEDD (16) ABC, NBC; Petry; 55,665

**KENTUCKY**

Ashland—
*WPTV (59) Petry; 8/14/52-Unknown*

Henderson—
► WEHT (50) CBS; Meeker; 31,000

Lexington—
*WLAP-TV (27) Pearson; 12/3/53-4/1/54*

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; Free & Peters; 326,776
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Taylor; 51,557
*WLOU-TV (41), 1/15/53-January '54*

Newport—
*WNOP-TV (74) 12/24/53-Unknown*

Paducah—
*WTLK (43), 9/16/53-Unknown*

**LOUISIANA**

Alexandria—
*KSPJ (62) 4/2/53-Unknown*
*KALB-TV (5), 12/30/53-Unknown*

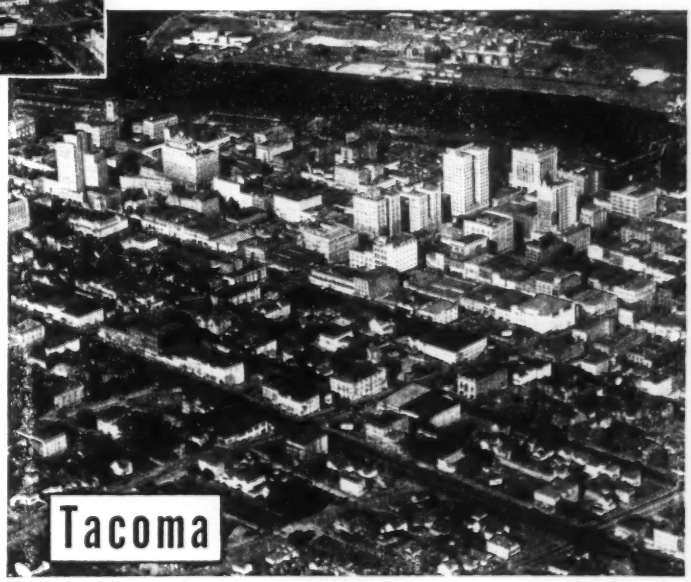
Baton Rouge—
*KHTV (40), 12/18/52-Unknown*
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,300
*Louisiana Tv Bcstg. Corp. (2), Initial Decision 12/22/53*

# SEATTLE-TACOMA

LARGEST CITIES
IN THE FABULOUS

# PUGET-SOUND AREA

(SERVED BY KTNT-TV)




THE PUGET SOUND AREA
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BUYING ONE CITY ALONE

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**SEATTLE**
**TACOMA**
**BREMERTON**
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CBS TELEVISION NETWORK

# KTNT-TV

CHANNEL 11

**Transmitter located at Tacoma in the CENTER of the Puget Sound Area**

## 125,000 WATTS

**Affiliated with CBS & Dumont Television Networks**

**Represented Nationally by Weed Television**

## KTNT-TV AREA

QUICK FACTS AND FIGURES

**Population Distribution**

| | |
|---|---|
| City of Seattle | 37.65% |
| Balance of King County | 21.37% |
| Pierce County (Including Tacoma) | 22.22% |
| Balance of Areas West and South | 18.76% |
| TOTAL (1,250,000) | 100.00% |

**Grade A contour covers over 1,000,000 people; Grade A and B contour covers over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people**

Lafayette—
*KVOL-TV (10), 9/16/53-3/15/54*
*KLFY-TV (10), 9/16/53-3/15/54*

Lake Charles—
*KPLC-TV (7) 11/12/53-Unknown*
► KTAG (25) ABC, CBS, DuM; Young

Monroe—
► KNOE-TV (8) ABC, CBS, DuM; H-R; 85,500
► KFAZ (43) Headley-Reed; 15,160

New Orleans—
*WCKG (26) Gill-Perna; 4/2/53-Late Winter '54*
*WCNO-TV (32) Forjoe; 4/2/53-Unknown*
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 227,432
► WJMR-TV (61) DuM; Bolling; 56,443
*WTLO (20), 2/26/53-Unknown*

Shreveport—
► KSLA (12) CBS, NBC; Raymer

**MAINE**

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 48,000

Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 15,200

Poland—
*WMTW (8), 7/8/53-4/1/54*

Portland—
► WCSH-TV (6) NBC; Weed; 60,581
*WGAN-TV (13), Avery-Knodel; 11/19/53-2/1/54*
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 19,340

**MARYLAND**

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 523,366
► WBAL-TV (11) NBC; Petry; 523,366
*WITH-TV (60) Forjoe; 12/18/52-Unknown*
► WMAR-TV (2) CBS; Katz; 523,366
*United Bcstg. Co. (18), 12/9/53-Summer '54*

Cumberland—
*WTBO-TV (17) 11/12/53-Summer '54*

Salisbury—
*WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54*

**MASSACHUSETTS**

Adams (Pittsfield)—
*WMGT (74) Walker; 2/18/53-1/25/54*

Boston—
*WBOS-TV (50), 3/26/53-Unknown*
► WBZ-TV (4) NBC; Free & Peters; 1,131,598
*WGBH-TV (*2) 7/16/53-10/1/54*
*WJDW (44), 8/12/53-Unknown*
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,131,598

Brockton—
*WHEF-TV (62), 7/30/53-Fall '54*

Cambridge (Boston)—
► WTAO-TV (56) DuM; 87,459

Lawrence—
*WGIM (72), 6/10/53-Unknown*

New Bedford—
*WTEV (28), Walker; 7/11/53-Spring '54*

Pittsfield—
*WBEC-TV (64), 11/12/53-Unknown*

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 110,000
► WWLP (61) ABC, NBC; Hollingbery; 90,000

Worcester—
*WAAB-TV (20) Hollingbery; 8/12/53-April '54*
► WWOR-TV (14) ABC, DuM; Raymer

**MICHIGAN**

Ann Arbor—
► WPAG-TV (20) Dum; Weed; 16,400
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
*WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54*
► WBKZ (64) ABC; Weed; 55,924

Bay City (Saginaw)—
*WNEM-TV (5) Headley-Reed; 9/2/53-2/1/54*

Benton Harbor—
*WHFB-TV (42), 2/26/53-Unknown*

Cadillac—
► WWTV (13) ABC, CBS, DuM; Weed

Detroit—
*WCIO-TV (62), 11/19/53-Unknown*
► WJKB-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,140,826
► WXYZ-TV (7) ABC; Blair; 1,128,632

East Lansing—
*WKAR-TV (*60), 10/16/52-1/15/54*

Flint—
*WFDF-TV (12), Initial Decision 5/11/53*
► WTAC-TV (16) ABC; Raymer; 22,000

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 346,108

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 314,061

Lansing—
► WILS-TV (54) DuM; Taylor; 25,096
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320

Muskegon—
*WTVM (35), 12/23/52-Unknown*

Saginaw—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280
*WSBM-TV (51), 10/29/53-Unknown*

Traverse City—
*WPBN-TV (7), 11/25/53-Unknown*

**MINNESOTA**

Austin—
► KMMT (6) ABC, CBS, DuM; Pearson; 67,941

Duluth—
*KDAL-TV (3) Avery-Knodel; 12/11/53-3/1/54*
► WFTV (38) ABC, CBS, NBC, DuM; Young; 34,500

Hibbing—
*North Star Tv Co. (10), 1/13/54-Unknown*

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 413,400
► WTCN-TV (11) ABC; Blair; 413,400

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 60,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 420,500
*WCOW-TV (17) 3/11/53-Unknown*
► WMIN-TV (11) ABC; Taylor; 413,400

**MISSISSIPPI**

Columbus—
*WCBI-TV (28), 3/11/53-Unknown*

Gulfport—
*WGCM-TV (56), 2/11/53-Unknown*

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM Katz; 27,745
► WLBT (3) NBC; Hollingbery
*WSLI-TV (12) ABC; Weed; 7/22/53-Unknown*

Meridian—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, DuM; Headley-Reed; 32,000

**MISSOURI**

Cape Girardeau—
*KFVS-TV (12) Pearson; 10/14/53-April '54*
*KGMO-TV (18), 4/16/53-Unknown*

Clayton —
*KFUO-TV (30), 2/5/53-Unknown*

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus—
► KACY (14) Raymer

Hannibal (Quincy, Ill.)—
► KHQA-TV (7) Weed; 90,223

Joplin
*KSWM-TV (12), 12/23/53-Unknown*

Kansas City—
► KCMO-TV (5) ABC; Katz; 352,946
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 51,363
► KMBC-TV (9) CBS; Free & Peters; 352,946
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 352,946
► WHB-TV (9) CBS; Blair; 352,946

Kirksville—
*KBIZ Inc. (3) 12/16/53-6/15/54*

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 87,561

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 195,000
*WIL-TV (42), 2/12/53-Unknown*
► WTVI (54) See Belleville, Ill.

Sedalia—
*KDRO-TV (6) Pearson; 2/26/53-February '54*

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 42,300

**MONTANA**

Billings—
► KOOK-TV (2) ABC, CBS, DuM; 4,500
*KRHT (8), 1/15/53-Unknown*

Butte—
► KOPR-TV (4) ABC, CBS; Hollingbery; 7,000
► KXLF-TV (6) CBS, NBC, DuM; Walker; 4,000

Great Falls—
*KFBB-TV (5) CBS; Weed; 1/15/53-Early '54*
*KMON-TV (3) Hollingbery; 4/9/52-Unknown*

Missoula—
*KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54*

**NEBRASKA**

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 13,369

Lincoln—
► KFOR-TV (10) ABC; Raymer; 71,348
► KOLN-TV (12) DuM; Weed; 71,348

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 212,482
► WOW-TV (6) DuM, NBC; Blair; 212,482

**NEVADA**

Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

**NEW HAMPSHIRE**

Keene—
*WKNE-TV (45), 4/22/53-Unknown*

Manchester—
*WMUR-TV (9) Weed; 8/26/53-2/15/54*

Mt. Washington—
*WMTW (8), 7/8/53-4/1/54*

**NEW JERSEY**

Asbury Park—
*WRTV (58) 10/2/52-1/22/54 (granted STA Dec. 10)*

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 15,937
*WOCN (52), 1/8/53-Unknown*

Camden—
*South Jersey Bcstg. Co. (17) Initial Decision 12/23/53*

Newark (New York City)—
► WATV (13) Weed; 4,101,000

New Brunswick—
*WDHN (47), 4/2/53-Unknown*
*WTLV (*19), 12/4/52-Unknown*

Trenton—
*WTTM-TV (41), 7/16/53-Unknown*

**NEW MEXICO**

Albuquerque—
► KGGM-TV (13) CBS; Weed; 39,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518

Clovis—
*KNEH (12), 3/4/53-Unknown*

Roswell—
► KSWS-TV (8) ABC, DuM; Meeker; 16,219

**NEW YORK**

Albany—
*WPTR (23), 6/10/53-Unknown*
► WROW-TV (41) ABC; Bolling; 57,000
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12), ABC, CBS, NBC, DuM; Bolling; 193,064
*WQTV (*46), 8/14/52-Unknown*

Bloomington (Lake Placid)—
*Great Northern Tv Inc. (5), 12/2/53-Summer '54*

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 362,017-(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*

Elmira—
► WECT (18) NBC; Everett-McKinney; 21,861
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253

Ithaca—
*WHCU-TV (20) CBS; 1/8/53-November '54*
*WIET (*14), 1/8/53-Unknown*

Jamestown—
*WJTN-TV (58), 1/23/53-Unknown*

Kingston—
*WKNY-TV (66) CBS, NBC, DuM; Meeker; February '54*

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000


**MAJOR MARKET AM**
**and VHF-TV STATIONS**
***$1,000,000.00***

Two very profitable properties located in one of the great growth markets of America. The AM station is long established with a steady record of good profits. The TV is in a strategic position and volume is increasing monthly. We can provide $700,000.00 in financing for this transaction.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**
*RADIO-TV-NEWSPAPER BROKERS*

**WASHINGTON, D. C.**
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

**CHICAGO**
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

**SAN FRANCISCO**
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Poughkeepsie—
*WEOK-TV (21), 11/26/52-January '54*

Rochester—
*WCBF-TV (15), 6/10/53-Unknown*
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
*WRNY-TV (27), 4/2/53-Unknown*
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000

Schenectady—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 290,500
*WTRI (35) CBS; Headley-Reed; 6/11/53-2/15/54*

Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 272,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 272,0000

Utica—
*WFRB (19), 7/1/53-Unknown*
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 132,000

Watertown—
*WWNY-TV (48) Weed; 12/23/52-Unknown*

**NORTH CAROLINA**

Asheville—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 15,300
*WLOS-TV (13), 12/9/53—Unknown*

Chapel Hill—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC; Bolling
► WBTV (3) ABC, CBS, NBC, DuM; CBS Spot Sls.; 373,916

Durham—
*WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown*
*Durham Bcstg. Enterprises Inc. (11), Initial Decision 1/11/54*

Goldsboro—
*WTVX (34), 9/30/53-Unknown*

Greensboro—
*WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown*
► WFMY-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 201,370

Greenville—
*WNCT (9) CBS, DuM; Pearson*

Mount Airy—
*WPAQ-TV (55), Thomas Clark; 3/11/53-Early '54*

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 42,800

Wilmington—
► WMFD-TV (6) NBC; Weed

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 157,580
► WTOB-TV (26) ABC, DuM; H-R; 38,000

**NORTH DAKOTA**

Bismarck—
► KFYR-TV (5) CBS, NBC, DuM; Blair

Fargo—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 22,850

Minot—
*KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 16,000*

Valley City—
*KXJB-TV (4) Weed; 8/5/53-Early '54*

**OHIO**

Akron—
► WAKR-TV (49) ABC; Weed; 45,007

Ashtabula—
► WICA-TV (15) Gill-Perna

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
*WCIN-TV (54), 5/14/53-Spring '54*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000

Cleveland—
*WERE-TV (65), 6/18/53-Unknown*
► WEWS (5) CBS; Branham; 823,629
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
*United Bcstg. Co. (19), 11/25/53-Unknown*

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 330,220

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320
► WIFE (22) Headley-Reed; 35,658
► WLWD (2) NBC; WLW Sls.; 300,000

Lima—
*WIMA-TV (35) Weed; 12/4/52-Spring '54*
► WLOK-TV (73) CBS, NBC, DuM; H-R; 46,655

Massillon—
*WMAC-TV (23) Petry; 9/4/52-4/15/54*

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 276,229

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 105,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 105,000
*WUTV (21) Petry; 9/25/52-Unknown*

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 21,425

**OKLAHOMA**

Ada—
*KTEN (10), 12/16/53-6/1/54*

Enid—
*Streets Electronics Inc. (5), 12/16/53-Unknown*

Lawton—
► KSWO-TV (7) Everett-McKinney; 34,211

Miami—
*KMIV (58), 4/22/53-Unknown*

Oklahoma City—
► KMPT (19) ABC, DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 82,174
► KWTV (9) CBS; Avery-Knodel; 244,759
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 244,759
*Oklahoma Educational Tv Authority (*13), 12/2/53-Unknown*

Tulsa—
*KCEB (23) Bolling; 2/26/53-2/1/54*
► KOTV (6) ABC, CBS, NBC; Petry; 200,000

**OREGON**

Eugene—
*KVAL-TV (13) Hollingbery; 5/14/53-3/1/54*

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 128,299
*KVAN-TV (21), 9/25/53-1/15/54 (Also Vancouver, Wash.)*
*Oregon Tv Inc. (12), Initial Decision 11/10/53*

Salem—
*KPIC (24), 12/9/53-January '54 (granted STA Aug. 4)*
*KSLM-TV (3), 9/30/53-Unknown*

Springfield (Eugene)—
*KTVF (20), 2/11/53-Unknown*

**PENNSYLVANIA**

Allentown—
*WFMZ-TV (67), 7/16/53-Early '54*
*WQCY (39), 8/12/53-Unknown*

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 46,584

Chambersburg—
► WCHA-TV (46) Forjoe; 12,300

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 57,415

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
*WSEE (35), 10/14/53-Unknown*
*WLEU-TV (66) 12/31/53-Unknown*

Harrisburg—
*WCMB-TV (27) Cooke; 7/24/53-3/1/54*
► WHP-TV (55) CBS; Bolling; 85,750
► WTPA (71) NBC; Headley-Reed; 85,750

Hazleton—
*WAZL-TV (63) Meeker; 12/18/52-Unknown*

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 720,770

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 284,476
*WWLA (21) Taylor; 5/7/53-Early '54*

Lebanon—
► WLBR-TV (15) 135,900

Lewiston—
*WMRF-TV (38), 4/2/53-Unknown*

New Castle—
► WKST-TV (45) DuM; Meeker; 85,802

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,681,259
*WIBG-TV (23), 10/21/53-Unknown*
*WIP-TV (29), 11/26/52-Unknown*
► WPTZ (3) NBC; Free & Peters; 1,724,329

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 803,330
► WENS (16) ABC, CBS; Petry; 154,239
► WKJF-TV (53) Weed; 160,000
*WQED (*13), 5/14/53-February '54 (granted STA Oct. 14)*
*WTVQ (47) Headley-Reed; 12/23/52-Early '54*

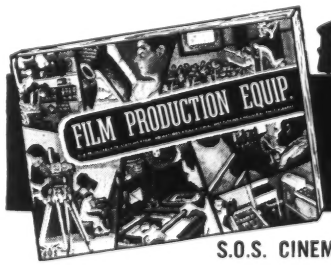
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,633
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
*WARM-TV (16) Hollingbery; 2/26/53-January '54*
► WGBI-TV (22) CBS; Blair; 115,000
► WTVU (73) Bolling; 150,424

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 125,000

Williamsport—
*WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54*

York—
► WNOW-TV (49) DuM; Hollingbery; 76,100
► WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100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### RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,080,413
*WNET (16) ABC, DuM; Raymer; 4/8/53-March '54*
*WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)*

### SOUTH CAROLINA

Aiken—
*WAKN-TV (54), 10/21/53-Unknown*
Anderson—
► WAIM-TV (40) CBS; Burn-Smith; 33,000
Camden—
*WACA-TV (15), 6/3/53-January '54*
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 44,800
Columbia—
► WCOS (25) ABC, NBC, DuM; Headley-Reed; 33,100
► WIS-TV (10) NBC; Free & Peters; 63,075
► WNOK-TV (67) CBS, DuM; Raymer; 35,000
Florence—
*WPDV (8) 11/25/53-Unknown*
Greenville—
► WFBC-TV (4) NBC; Weed
► WGVL (23) ABC, NBC, DuM; H-R; 40,863
Greenwood—
*WCRS-TV (21), 4/8/53-Unknown*
Spartanburg—
*WORD-TV (7), 11/25/53-Unknown*
*WSCV (17) 7/30/53-January '54*

### SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) NBC; Taylor; 47,189

### TENNESSEE

Chattanooga—
*WOUC (49) Pearson; 8/21/52-Unknown*
*WTVT (43), 8/21/52-Unknown*
Jackson—
*WDXI-TV (9), 12/2/53-6/1/54*
Johnson City—
► WJHL-TV (11) Pearson; 40,557
Knoxville—
► WROL-TV (6) Avery-Knodel; 50,915
► WTSK (26) CBS, DuM; Pearson; 42,380
Memphis—
► WHBQ-TV (13) Blair; 249,121
► WMCT (5) ABC, CBS, NBC, DuM; Branham; 249,121
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 138,443
Old Hickory (Nashville)—
*WLAC-TV (5), Katz; 8/5/53-March '54*

### TEXAS

Abilene—
► KRBC-TV (9) Pearson; 20,220
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 36,804
► KGNC-TV (4) NBC, DuM; Taylor; 40,965
*KLYN-TV (7), 12/11/53-Unknown*
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Taylor; 54,208
Beaumont—
*KBMT (31), 12/4/52-Unknown*
*KTRM-TV (6), Initial Decision 7/22/53*
Corpus Christi—
*Coastal Bend Tv Co. (22), 1/6/53-Unknown*
*H. L. Hunt (43), 12/9/53-Unknown*
Dallas—
*KDTX (23), 1/15/53-Unknown*
*KLIF-TV (29) 2/12/53-8/1/54*
► KRLD-TV (4) CBS; Branham; 310,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 316,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 35,585
► KTSM-TV (9) NBC; Hollingbery; 34,380
Ft. Worth—
*KTCO (20), 3/11/53-Unknown*
► WBAP-TV (5) ABC, NBC; Free & Peters; 301,400
Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 235,000
Harlingen—
► KGBS-TV (4) CBS; Pearson; 27,700
Houston—
► KNUZ-TV (39) DuM; Forjoe; 54,000
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 281,500
*KTVP (23), 1/8/53-Unknown*
► KUHT (*8) 281,500
*KXYZ-TV (29), 6/18/53-Unknown*
Longview—
► KTVE (32) Forjoe; 16,100
Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 37,923
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 37,923
*KFYO-TV (5) Katz; 5/7/53-Unknown*
Lufkin—
*KTRE-TV (9) Taylor; 3/11/53-1954*
Marshall—
*KMSL (16), 6/25/53-Unknown*
Midland—
► KMID-TV (2) NBC; Taylor; 15,000
San Angelo—
► KTXL-TV (8) CBS; Taylor; 16,933
San Antonio—
*KALA (35), 3/26/53-Unknown*
► KEYL (5), ABC, CBS, DuM; Katz; 176,070
► WOAI-TV (4) NBC; Petry; 176,701
Sherman—
*KSHM (46), 3/4/53-Unknown*
Sweetwater—
*KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown*
Temple—
► KCEN-TV (6) NBC; Hollingbery; 60,213
Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Taylor; 51,643
Tyler—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 8,000
Victoria—
*KNAL (19) Best; 3/26/53-Unknown*
Waco—
► KANG-TV (34) ABC; Pearson; 14,738
Weslaco—
*KRGV-TV (5) NBC; Raymer; 7/16/53-2/1/54*
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Taylor; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

### UTAH

Provo—
*KOVO-TV (11), 12/2/53-Unknown*
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 152,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 152,600
*KUTV (2) ABC; Hollingbery; 3/26/53-2/15/54*

### VERMONT

Montpelier—
*WCAX Bcstg. Corp. (3), Initial Decision 10/2/53*

### VIRGINIA

Charlottesville—
*WCHV-TV (64) Walker; 1/29/53-Winter '54*
Danville—
*WBTM-TV (24) Hollingbery; 12/18/52-2/8/54 (granted STA Jan. 7)*
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 71,239
Harrisonburg—
► WSVA-TV (3) NBC; Devney; 66,842
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 97,218
Marion—
*WMEV-TV (50) Donald Cooke; 4/2/53-Unknown*
Newport News—
► WACH (33) Avery-Knodel
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 207,600
► WTOV-TV (27) ABC, DuM; Forjoe; 79,100
► WVEC-TV (15) See Hampton
Richmond
*WOTV (29), 12/2/53-Unknown*
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 186,527
Roanoke
► WSLS-TV (10) NBC; Avery-Knodel; 107,238

### WASHINGTON

Bellingham
► KVOS-TV (12) Forjoe; 33,301
Seattle—
► KING-TV (5) ABC; Blair; 316,100
► KOMO-TV (4) NBC; Hollingbery; 316,100
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 46,678
► KXLY-TV (4) CBS, DuM; Walker; 46,678
Tacoma—
► KMO-TV (13) NBC; Branham; 316,100
► KTNT-TV (11) CBS, DuM; Weed; 316,100
Vancouver—
*KVAN-TV (21), 9/25/53-1/15/54 (Also Portland, Ore.)*
Yakima—
► KIMA-TV (27) CBS; Weed; 12,528

### WEST VIRGINIA

Beckley—
*WBEY (21), 6/25/53-Unknown*
Charleston—
► WKNA-TV (49) ABC, DuM; Weed; 22,500
Fairmont—
*WJPB-TV (35) Gill-Perna; 7/1/53-1/18/54*
Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 260,682
Parkersburg—
► WTAP (15) ABC, DuM; Forjoe; 15,100
Wheeling—
*WLTV (51), 2/11/53-Unknown*
► WTRF-TV (7) NBC; Hollingbery; 451,500

### WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
La Crosse—
*WKBT (8) Raymer; 10/28/53-Unknown*
*La Crosse Tv Corp. (38), 12/16/53-Unknown*
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► WKOW-TV (27) CBS; Headley-Reed; 33,000
► WMTV (33) ABC, DuM; Meeker; 32,000
Marinette—
*WMGB-TV (11), 11/18/53-Unknown*
Milwaukee—
► WCAN-TV (25) CBS; Taylor; 232,000
► WOKY-TV (19) ABC, DuM; H-R; 194,880
► WTMJ-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 628,575
Neenah—
*WNAM-TV (42) George Clark; 12/23/52-1/26/54*
Oshkosh—
► WOSH-TV (48) Headley-Reed; 14,210
Superior—
*WDSM-TV (6) Free & Peters; 10/14/53-3/1/54*

### WYOMING

Casper—
*KSPR-TV (2), 5/14/53-Unknown*
Cheyenne—
*KFBC-TV (5) CBS; Hollingbery; 1/23/53-1/31/54*

### ALASKA

Anchorage—
► KFIA (2) CBS, NBC; Weed
► KTVA (11) NBC, DuM; Feltis
Fairbanks—
*KFIF (2) ABC, CBS; 7/1/53-Spring '54*

### HAWAII

Honolulu—
► KGMB-TV (9) ABC, CBS; Free & Peters; 40,420
► KONA (11) NBC, DuM; NBC Spot Sls.; 40,420
*KULA-TV (4) Headley-Reed; 5/14/53-March '54*

### PUERTO RICO

San Juan—
*WAPA-TV (4), 8/12/53-February '54*
*WKAQ-TV (2) Inter-American; 7/24/52-February '54*

### CANADA

London—
► CFPL-TV (10)
Montreal
► CBFT (2) 86,800
► CBMT (6)
Ottawa—
► CBOT (4) 10,100
Sudbury—
► CKSO (5), 1,900
Toronto—
► CBLT (9) 222,500

### MEXICO

Matamoros (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana (San Diego)—
► XETV (6) Weed; 213,175

**Total stations on air: 356; total cities with stations on air: 236. Both totals include stations XELD-TV and KETV Mexico as well as educational outlets that are operating. Total sets in use 27,635,000.**
*** Indicates educational stations.**
**(a) Figure does not include 245,258 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.**

# UPCOMING EVENTS

### JANUARY

Jan. 18: Senate Interstate & Foreign Commerce Committee holds hearing on nomination of Robert E. Lee to the FCC. G-16. U. S. Capitol, 10 a.m. Open.

**Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.**

Jan. 21-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Jan. 24: Indiana Radio-Tv Newsmen, WIRE Indianapolis.

**Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.**

Jan. 25: Utah Broadcasters Assn., Salt Lake City (tentative).

Jan. 27-30: Ninth annual radio-tv institute. U. of Georgia, Athens.

Jan. 28-29: NBC-TV Affiliates Executive Committee meets with network officials, New York.

Jan. 28-29: ABC-AM-TV Affiliates meeting, Beverly Hills Hotel, Los Angeles.

Jan. 29: South Carolina Assn. of Radio-Tv Broadcasters, Clemson House, Clemson.

### FEBRUARY

Feb. 1 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

Feb. 1-2: ABC-AM-TV Affiliates meeting, Drake Hotel, Chicago.

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.

Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.

Feb. 5-7: New England Tv Exposition, Worcester, Mass.

Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.

**Feb. 14-20: Advertising Recognition Week.**

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

**Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.**

Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.

**Feb. 21-28: Brotherhood Week.**

### MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 24: Institute of Radio Engineers, Waldorf-Astoria, New York.

### APRIL

**April 4-6: American Public Relations Assn., Hotel Biltmore, New York.**

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

**April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.**

Ap l 28: Brand Names Day.

### MAY

**May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.**

May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 23: NARTB Convention, Palmer House, Chicago.

### JUNE

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

### AUGUST

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

### SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

**Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.**


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## Uncolored Color Comment

SINCE the FCC approved the NTSC system of compatible color television, we have consistently gone along with the predictions of leading manufacturers that color set production would be slow and that for the next several years color sets would be priced above the mass market level.

We have been aware that to any manufacturer the technical and economic problems of converting to color production must seem prodigious and that the orderly transition to color from black-and-white would depend upon maintaining a market for black-and-white sets until production lines could be transformed to color.

More and more, however, as we watch demonstrations of color tv, we become convinced that the predicted timetables for color development err on the side of conservatism. Color is going to arrive more rapidly than the experts have publicly said it would. Its arrival, we are persuaded, will be hastened by public and advertiser demand. The probability is that the transitional period will be less orderly than manufacturers might hope for.

To some degree the creation of a national color television system will unquestionably imitate the creation of the existing black-and-white system. It takes no particular feat of memory to recall a special convention of NBC affiliates in September 1947, at which a network presentation urging radio stations to apply for tv was received with skepticism by many.

Black-and-white development snowballed in response to insistent public demand, despite the bearish attitudes of many reputable leaders of the manufacturing and broadcasting businesses and despite the appalling handicap of the FCC freeze.

Color will develop even more rapidly, for it lacks some of the difficulties that confronted black-and-white. It does not have to start from absolute scratch, and there appears to be no serious government interference in its immediate future.

The lesson in all this is that telecasters should not be lulled into thinking that color conversion is something that can wait indefinitely. The station which prepares for color early will have an obvious advantage over any competing station which does not.

## Toward 'Believable' Research

ONE subject which we hope will not escape discussion and possibly action at the NARTB Radio Board meeting this week is that of a full-scale research project to emphasize radio's vitality.

Much lip service has been given to such a project in the years since television competition came along, but the only action that we know of was that of the 11 stations represented by the Henry I. Christal Co. The remarkable study which they commissioned the Alfred Politz firm to do has created much favorable reaction among both present and potential customers of radio.

It was enough that these stations would underwrite one study of such scope and such significance to the entire radio business. It is too much to ask them, or any other individual group of stations, to continue to pay for future studies of benefit to all broadcasters.

The Politz study, which was released in detail to all who wanted it [B•T, Dec. 14, 1953], could well be regarded as a splendid starting point for, say, an annual job of basic research underwritten by all. The study was not remarkable for the fact that Mr. Politz did it or that the Christal list paid for it but for the fact that it explored radio in a way that had not been done before. It was qualitative research. More qualitative research is needed.

We are not advocating that future studies be done by any particular company or any particular technique. It is within our province, however, to suggest that the general type of investigation which the Politz company did—to find out people's attitudes toward radio—is apt to turn up the strongest arguments for radio.

Whether an all-broadcasting project should be under the direction of NARTB or BAB—which, as we recall, used to make quite a thing of talking about basic research—we do not know. But it would seem to be to the interest of the NARTB Radio Board to do something about stimulating action.

This week in Phoenix the NARTB Television Board will be discussing the comprehensive circulation study of tv that has been under consideration for several months. There would seem to be no inconsistency in the Radio Board's considering a research project that would do as much for radio.

Drawn for BROADCASTING • TELECASTING by Sid Hix
*"Yessir, folks, it's a great fire!"*

## Lee Nomination; Season Opener

EVEN BEFORE this session of Congress convened there were plenty of signs that Senate Democrats were spoiling for a fight over confirmation of Robert E. Lee as a member of the FCC. Partisan disputes over presidential nominations are not unusual, particularly in a by-election year, and more particularly, when the magic name of McCarthy can be injected as an issue. The Lee fight simply opens the political season.

Mr. Lee assumed office on an interim basis last Oct. 6. Even his Democratic colleagues attest that he has acquitted himself admirably, demonstrating a capacity for work, a bright and sincere approach and a working knowledge of legislative and budget matters, which would serve the FCC in excellent stead.

Mr. Lee forthrightly admits his personal, if not intimate, acquaintance with Sen. and Mrs. Joe McCarthy. His wife was the matron of honor at the McCarthy wedding a few months ago. But that doesn't necessarily make him a McCarthy disciple.

This week Mr. Lee is to go before the Senate Interstate & Foreign Commerce Committee on his nomination for a seven-year term from last July 1. Efforts will be made, it must be presumed, to show that he isn't qualified for the commissionership, either by background or training. The McCarthy relationship probably will be introduced through Mr. Lee's participation, allegedly at Sen. McCarthy's behest, in the bitter 1950 campaign in Maryland.

From what we have observed, Mr. Lee is better qualified for FCC service than a number of his predecessors who have since passed from the regulatory scene. We know of nothing, on the existing record, that would disqualify him.

To condemn Mr. Lee because of his friendship with Sen. McCarthy certainly would be an incongruous political switch. It is Sen. McCarthy who is alleged to be the past-master of the "guilt by association" technique.

It's our guess that after the Democratic partisans and some left-wing labor spokesmen have their say, President Eisenhower's nomination of Robert E. (for Emmett) Lee, of Chicago, will be reported favorably by the Senate Committee (split-vote) and confirmed by the Senate.

## Hooked by Line & Bait

A MUNICIPAL judge in Los Angeles has imposed a $500 fine against a vacuum cleaner store chain for telecasting of false and misleading advertising. (See story this issue.)

The judge was empowered to act because there's a city ordinance prohibiting false and misleading advertising. Probably because tv, like radio, is in interstate commerce, he didn't attempt to penalize the station, but did express regret tv advertising "cannot be screened more carefully to weed out these present-day medicine men."

This is perhaps the first case on record involving a penalty against a bait and switch advertiser *on television*. It won't be the last unless stations voluntarily exercise a greater degree of control over the kind of copy used by some pitch accounts.

## A.T.&.T. Has No Wire For Hire

## But We Ask You,

## Do You Dig TD-2?

All live network programs now come to television WOODLAND via a brand-spankin' new A.T.&T. "TD-2" microwave relay link from the main line at South Bend to Grand Rapids.

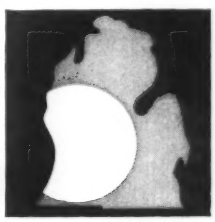
In case you're not hep on your relay systems, type "TD-2" is the Cadillac of them all—much better than co-axial cable and the more inexpensive "TD" links. That's especially important now, with color at our front door—brother, really important!

WOOD-TV was first to order and get this improved service in these parts, just as it was first to go to full 1000 foot tower height last month and will be first to go to full power next month (right now our interim 100,000 watts picture is greatest in all of television WOODLAND).

WOOD-TV is first with INS facsimile news service in Michigan, and first to take delivery on color adapting equipment for its transmitter. When you spend a buck on WOOD-TV, you get lots more than that in advertising value and service.

Schedule your advertising on WOOD-TV, Grand Rapids' *only* television station. The Western Michigan station with top technical equipment, top local *and* network programming—and the top market to go with them*.

*Primary service, too, to Western Michigan's most populated area including Muskegon, Lansing, Battle Creek and Kalamazoo.



# WOOD-TV

**GRAND RAPIDS, MICHIGAN**

Grandwood Broadcasting Company.

***Reaches more people who have more and buy more***

NBC, Basic; ABC, CBS, DuMONT, Supplementary.
Associated with WFBM-AM and TV, Indianapolis, Ind., WFDF, Flint, Mich., WEOA, Evansville, Ind.